

ZONING CHANGE REVIEW SHEET

CASE NUMBER: C14H-2022-0139

HLC DATE: November 2, 2022 PC DATE: November 15, 2022 CC Date: December 1, 2022

APPLICANT: J. Pieratt (owner-initiated)

HISTORIC NAME: Felts-Moss House

WATERSHED: Shoal Creek

ADDRESS OF PROPOSED ZONING CHANGE: 2311 Woodlawn Blvd.

ZONING CHANGE: SF-3 to SF-3-H

COUNCIL DISTRICT: 10

STAFF RECOMMENDATION: Staff recommends the proposed zoning change from family residence (SF-3) to family residence-historic landmark (TOD-H-NP) combining district zoning.

QUALIFICATIONS FOR LANDMARK DESIGNATION: Architecture, historical associations, and historical associations under Criteria Consideration G of the National Register of Historic Places as defined in Land Development Code § 25-2-352(A)(1).

HISTORIC LANDMARK COMMISSION ACTION: Grant the applicant's request to rezone the property from family residence (SF-3) to family residence-historic landmark (SF-3-H) combining district zoning (11-0).

PLANNING COMMISSION ACTION: Grant the applicant's request to rezone the property from family residence (SF-3) to family residence-historic landmark (SF-3-H) combining district zoning (13-0).

CITY COUNCIL ACTION:

CASE MANAGER: Kalan Contreras

PHONE: 512-974-2727

NEIGHBORHOOD ORGANIZATIONS: Austin Independent School District, Austin Lost and Found Pets, Austin Neighborhoods Council, Friends of Austin Neighborhoods, Homeless Neighborhood Association, Neighborhood Empowerment Foundation, Old Enfield Homeowners Assn., Pease Neighborhood Association, Preservation Austin, SELTexas, Save Historic Mundy District, Shoal Creek Conservancy, Sierra Club, Austin Regional Group

DEPARTMENT COMMENTS: N/a

BASIS FOR RECOMMENDATION:

§ 25-2-352(3)(c)(i) Architecture. *The property embodies the distinguishing characteristics of a recognized architectural style, type, or method of construction; exemplifies technological innovation in design or construction; displays high artistic value in representing ethnic or folk art, architecture, or construction; represents a rare example of an architectural style in the city; serves as an outstanding example of the work of an architect, builder, or artisan who significantly contributed to the development of the city, state, or nation; possesses cultural, historical, or architectural value as a particularly fine or unique example of a utilitarian or vernacular structure; or represents an architectural curiosity or one-of-a-kind building.*

The 1938 house is a good example of Georgian Revival architecture constructed by central Texas architect Lee M. Smith. It was the first building constructed on Woodlawn Boulevard. According to the application:

In 1938, Lee M. Smith's architectural office was at 311 W. 7th St. Smith first appears in the Austin City Directory of 1935 as an architect working for Van C. Kelly Lumber Company, then in the Austin City Directory of 1937 as an architect with Calcasieu Lumber Company, which had its own stable of building designers, most of whom were not certified architects (registration of architects did not begin until the 1930s). He appears to have had his own practice from 1939 to 1943. He is not listed in a city directory after 1942, so given the short time that he appears to have worked in the Austin area, the Moss-Felts House appears to be one of the few surviving structures that serves as an

example of his work. An article in the Bastrop Advertiser dated December 2, 1937 stated that ‘Lee M. Smith ... is an architect who offers a most advanced service in placing and supervising the erection of Hotels, Banks, Schools, Homes, etc. Many of our finest structures stand as a testament to the skill of this well known professional man. He is one of the most esteemed men both socially and in the professional life.’

§ 25-2-352(3)(c)(ii) Historical Associations. *The property has long-standing significant associations with persons, groups, institutions, businesses, or events of historic importance which contributed significantly to the history of the city, state, or nation; or represents a significant portrayal of the cultural practices or the way of life of a definable group of people in a historic time.*

The house is associated with the Felts family. The house was built in 1938 by former Elgin mayor and City Attorney A. M. Felts, whose children James and Dan became, respectively, founder of one of the Southwest’s most influential transportation law firms and an internationally recognized scientist in the field of lipid metabolism. The application describes their contributions in detail:

The home was constructed by by A. M. Felts, who was the former City Attorney and Mayor of Elgin and the grandfather of Jan Bullock (widow of the late Lieutenant Governor, Bob Bullock). A. M. Felts was born in Arkansas, then moved to Belton, Texas when he was 16 to live with his uncle, Bell County Judge George Martin Felts. Amos became interested in the law and received his law degree from the University of Texas. He married Mildred Ilene Lytton September 17, 1917. Amos began practicing law in Elgin, where he also served as city attorney and mayor, before moving to Austin in 1927 to partner with C. W. Webb and Emma S. Webb. In February of 1938, while residing at 305 E. 38th St., Amos and Ilene paid \$2600 for portions of lots 19 and 20 in the young Sunset Hill Enfield and hired architect Lee M. Smith to design their two-story Georgian Revival house. In 1939, the law firm of Felts, Wheeler & Wheeler was established, with offices in the Norwood Building. Felts practiced transportation and general law until his death in 1952. Ilene and Amos Felts had two sons, James Felts and Amos Daniel Felts.

2311 Woodlawn was the childhood home of James and Amos Daniel Felts. Dan Felts was born on May 28, 1927. He lived in the house on Woodlawn from around age 11 until he graduated in 1944 and joined the Navy. He received his law degree from the University of Texas in 1952, and later practiced solo for 8 years in transportation and general law as his father had done. Around 1960, he joined James, Robinson, Felts and Starnes, which became the premier transportation law firm in the Southwest. For 20 years, Dan was the president and general counsel of the Southwest Household Goods Carriers and president and general counsel of the Texas Sand and Gravel Carriers. Dan and his wife Gloria had three children, Jan Bullock, Carol Keller and Dan Felts, Jr. Dan Felts died on May 8, 2013.

James Felts moved into the house at 2311 Woodlawn with his family when he was 15 years old. After serving in the Air Force Medical Corps during the war, James received a Ph.D. in Physiology and Biochemistry in 1955 and became an instructor in Physiology at Tufts Medical School from 1955 to 1959. He then joined the Cardiovascular Research Institute at UCSF. In 1969 he moved to the Banting and Best Department of Medical Research of Toronto. In 1972, he was recruited back to UCSF as Professor of Physiology, Consultant in the Cardiovascular Research Institute, and Chief of the Lipid Research Laboratory at the VA Medical Center. Felts was an internationally recognized expert in the field of lipid metabolism. James Felts gained recognition not only for his scientific accomplishments, but for his ethics. According to his 1988 obituary: “He continued to maintain the guiding principles of his youth--helping others to obtain their full capacities, as scientists and human beings. His work was always of impeccable quality. His contributions to biomedical science were significant.”

§ 25-2-352(A)(1): *the property is at least 50 years old and represents a period of significance of at least 50 years ago, unless the property is of exceptional importance as defined by National Register Bulletin 22, National Park Service (1996).*

John A. Moss, a pioneer in both housing development and software development, purchased the home in 1956. His achievements span the end of the fifty-year significance cutoff and extend into the early 1980s. The application describes Moss’s significance as follows:

John A. Moss was a respected local entrepreneur who purchased the home with his family in 1956. Among many other endeavors, Moss founded BPI during the 1970s, the first computer software manufacturer to go public in the United States in 1982. BPI manufactured accounting software that was licensed to Apple, Commodore, and IBM and played a key role in establishing Austin as a technology hub. Later in life, Moss and his wife Margaret purchased the historic home Sweetbrush, held numerous philanthropic and civic events there, and eventually listed the house on the National Register of Historic Places.

Moss was born in 1920 in Hearne, TX. He volunteered during World War II and was accepted for service on PT boats. However, the Navy needed his accounting talents. The Naval Department sent him to Chicago to do cost auditing for projects like the A-bomb research at the University of Chicago; at Motorola Corporation for the instruments that brought B-29s back to base when they had dropped their payload; and the Elgin Watch Company, which created the timers for the torpedoes carried on U.S. submarines.

After the war, his young family moved to San Angelo, where Moss opened an accounting practice. With an investment group, he designed blueprints for homes that could be constructed and built for \$3,000, called the "San Angelo Plan." These homes were built nationally and internationally during the post-war building boom. In the mid-'60s, Moss purchased the new development of Lago Vista on Lake Travis. He developed the project for several years until he sold it to National Homes Corporation of Indiana.

In 1977, John was overseeing a franchise of retail food stores in Texas when he realized that an accounting system using microcomputers could improve the operation. At the time, the accounting for Moss's operation was sent to an outside firm that used mainframes. The time required to get the information to and from the accounting firm caused some of the smaller stores in Moss's chain to fall behind. Moss, who had seen Radio Shack's TRS-80 Model I, realized that microcomputers could allow an individual accountant to manipulate financial data quickly and easily. John was disenchanted with the over-technical accounting software available at that time. He decided that he could create an accounting program for personal computers better than anything on the market.

Around 1979, John founded BPI Inc. to create accounting software for the personal computing market. IBM soon became interested in BPI's software. The IBM PC was not on the market yet and was a closely held secret. IBM sent BPI five of the first PCs off the assembly line in disguised boxes accompanied by armed guards, and an agreement was made for BPI to create IBM's business software. Soon, BPI's accounting software was licensed to Apple, Commodore, and others. In 1982, BPI was barely three years old and was already one of the nation's largest suppliers of accounting software for microcomputers. It went public that year, becoming the first computer software manufacturer to go public in the United States and one of the youngest publicly held companies in Austin business history. John's search for better accounting software had led to an unprecedented national success.

PARCEL NO.: 0113010109

LEGAL DESCRIPTION: S 110 FT OF LOT 20 *& SW TRI OF LOT 19 SUNSET HILL ENFIELD

ESTIMATED ANNUAL TAX ABATEMENT: \$10,568 total (homestead, all portions except Travis County Healthcare District capped at \$8,500); city portion: \$2,500 (homestead, capped)

APPRAISED VALUE: \$2,312,136

PRESENT USE: Residence

DATE BUILT/PERIOD OF SIGNIFICANCE: ca. 1938; 1938-1973 and 1973-1982

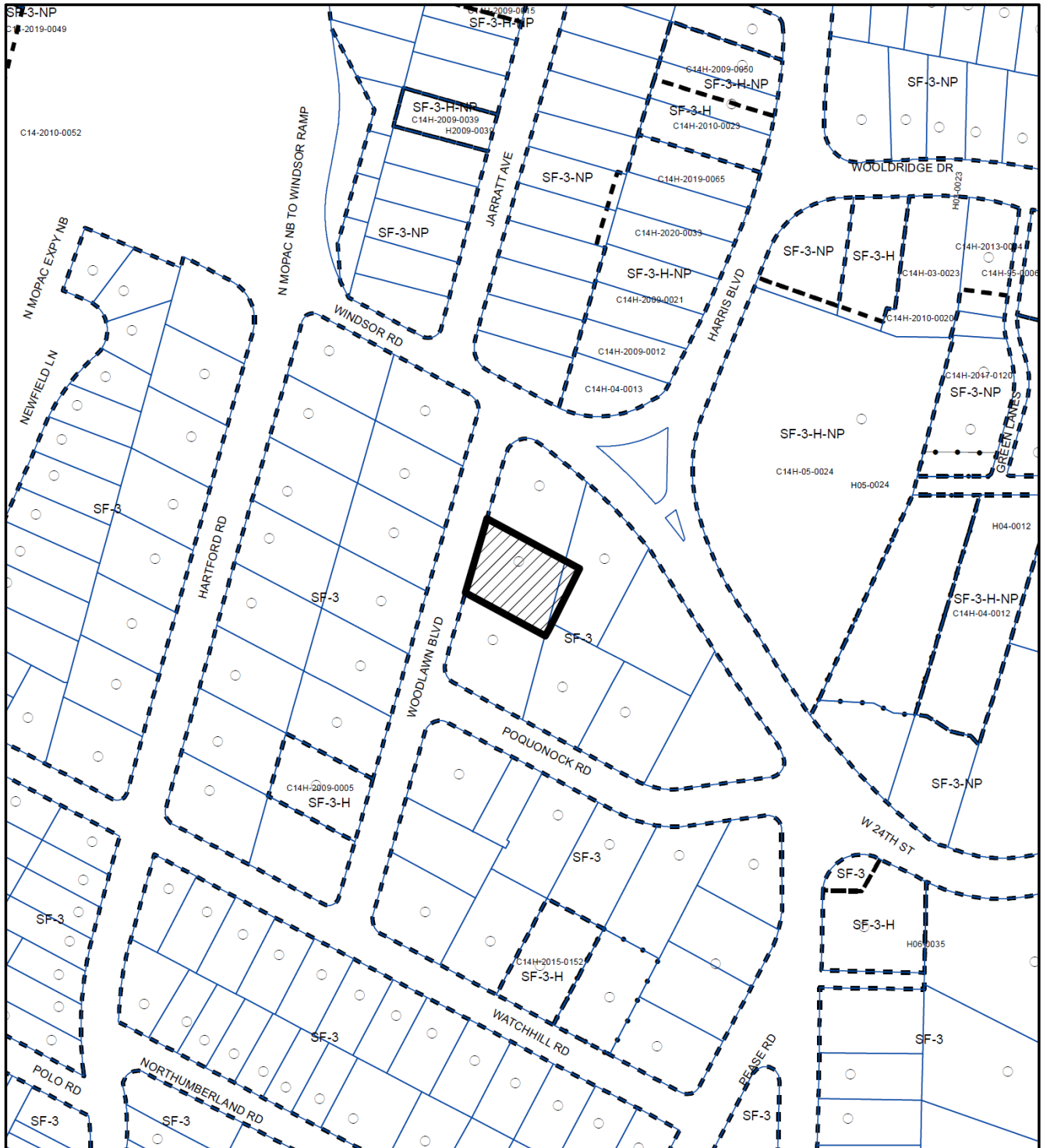
INTEGRITY/ALTERATIONS: High. Screens added to second-floor windows.




PRESENT OWNERS: Ann M. Pieratt, 2311 Woodlawn Blvd., Austin 78703

ORIGINAL OWNER(S): A. M. Felts

OTHER HISTORICAL DESIGNATIONS: The property contributes to the Old West Austin National Register Historic District.

LOCATION MAP



-  SUBJECT TRACT
-  PENDING CASE
-  ZONING BOUNDARY

HISTORIC ZONING

ZONING CASE#: C14H-2022-0139

1" = 200'

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 the Housing and Planning Department for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or



The Felts-Moss House

2311 Woodlawn

Austin, TX 78703

1938-2022

Submitted by:

J. Pieratt



DLA Piper LLP (US)
303 Colorado Street, Suite 3000
Austin, Texas 78701-4653
www.dlapiper.com

J. Pieratt

T 512.457.7024

September 9, 2022

VIA PERSONAL DELIVERY

City of Austin Planning and Zoning Department
Historic Preservation Office
Street-Jones Building
1000 E. 11th Street
Austin, TX 78702

Re: *Historical Zoning Request for 2311 Woodlawn Blvd., Austin, TX 78703*

To whom it may concern:

Accompanying this letter are materials for review in considering a historical zoning request for the home located at 2311 Woodlawn Blvd. It is our sincere belief that the home qualifies for historic zoning under the following requirements:

1. The home was built in 1938 and was the first home constructed on Woodlawn Blvd, one of the most prominent streets in Old Enfield where, among others, Frank Erwin, Lowell Lebermann, Governor Dan Moody, Ambassador Ed Clark, Joe Long and Kirk Watson have all lived previously;
2. The home was constructed by by A.M. "Judge" Felts, who was a respected local attorney (the former City Attorney and Mayor of Elgin) and the grandfather of Jan Bullock (widow of the late Lieutenant Governor, Bob Bullock);
3. The home still maintains its architectural integrity and has not been significantly compromised since its initial construction;
4. The home is a classic example of the Georgian-revival architectural style; and
5. The home has an historical association with an individual of significance importance in Austin's history, as outlined in the National Register Bulletin 22.

The individual of exception importance was John A. Moss, a respected local entrepreneur that purchased the home in 1956. Among many other endeavors, Mr. Moss founded BPI, the first computer software manufacturer to go public in the United States in 1982. BPI manufactured accounting software that was licensed to Apple, Commodore and IBM and played a key role in establishing Austin as a technology hub, as outlined in the provided materials. Later in life, Mr. Moss and his wife Margaret purchased the historic home Sweetbrush, built by Abner Cook in 1853. The Moss's held numerous philanthropic and civic events at Sweetbrush and eventually succeeded in having the house listed on the National Register of Historic Places.

It is our sincere belief that the house merits strong consideration for historical zoning for the foregoing reasons and is precisely the type of home worth preserving in today's ever-evolving Austin.

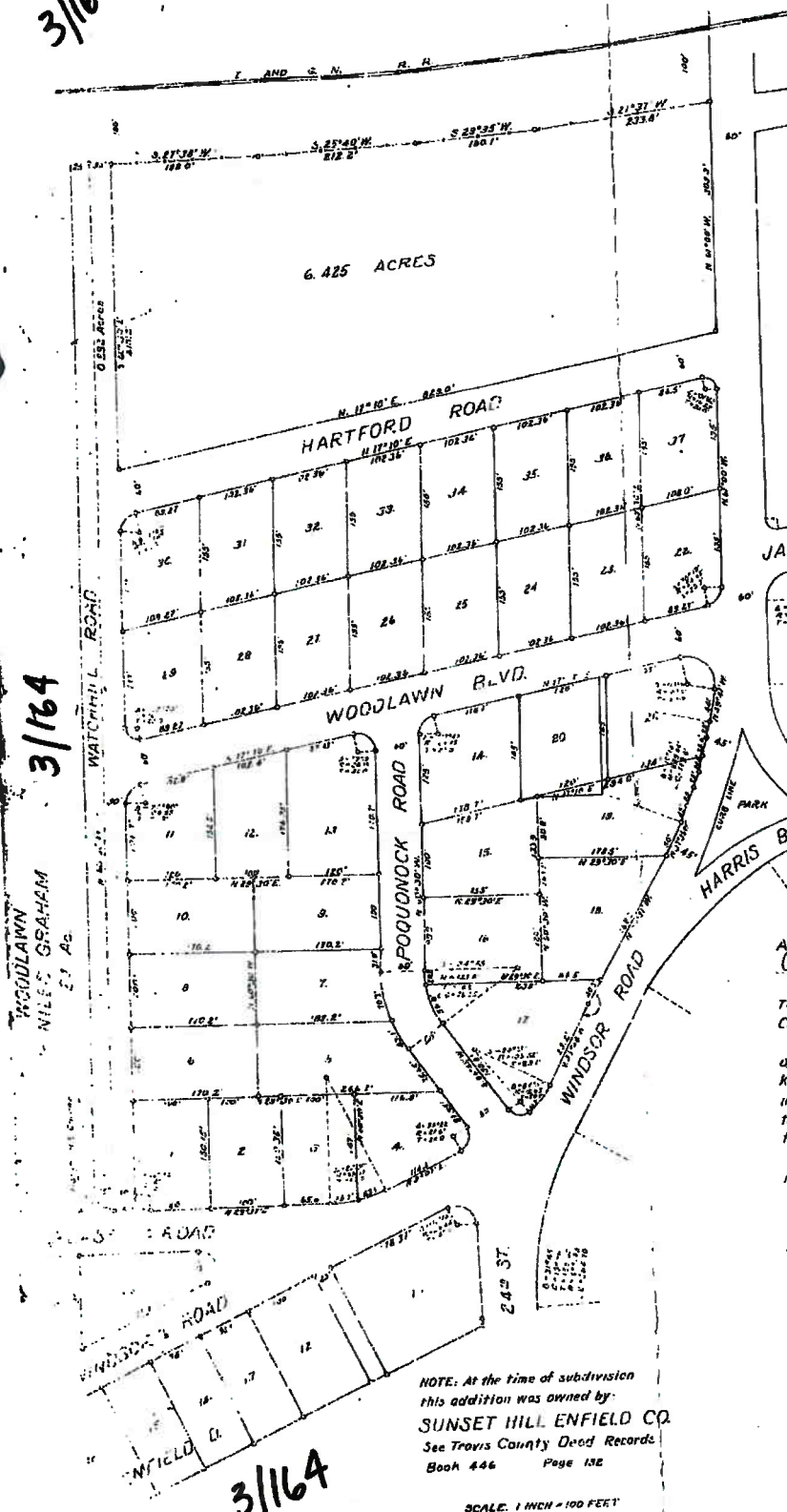
SUNSET HILL ENFIELD

A PORTION OF SPEAR LEAGUE

FILED, MARCH 8, 1930. 10 A.M.
RECORDED, MARCH 10, 1930. 12:51.

3/164

3/164



The State of Texas,
County of Travis.)
KNOW ALL MEN BY THESE PRESENTS,
That Sunset Hill Enfield Company, a private corporation
chartered under the laws of the State of Texas and doing
business in Austin, Travis County, Texas, being its owner, hereat
on the date of this instrument has subdivided and does hereby
subdivide a portion of the George W. Spear League in the City
of Austin, Travis County, Texas, said subdivision to be known as
"Sunset Hill Enfield", consisting of thirty-seven (37) lots, to-wit:
One (1) to Thirty-seven (37), inclusive, and a tract of 6.425
425/1000 (6.425) acres of land besides certain streets,
as shown by the map or plat hereto attached and made a part
hereof, and Sunset Hill Enfield Company, has dedicated and does
hereby dedicate to the public all streets in said tract
as shown on said map or plat.
IN TESTIMONY WHEREOF, witness the signature of Sunset
Hill Enfield Company, by W. M. Graham, its President, and
the seal of said corporation hereto duly attached, this 8th
day of March, A.D. 1930.

SUNSET HILL ENFIELD CO.
by W. M. Graham
President



3/164

ATTEST:
William J. [Signature]
Secretary
The State of Texas
County of Travis)

Before me, the undersigned authority, on this day personally
appeared W. M. Graham, President of Sunset Hill Enfield Company,
known to me to be the person whose name is subscribed to the foregoing
instrument, and acknowledged to me that he executed the same for
the purposes and consideration therein expressed, in the capacity
therein stated, and as the act and deed of said corporation.
Given under my hand and seal of office this 8th day of
March, A.D. 1930.

Virginia [Signature]
Notary Public in and for
Travis County, Texas

APPROVED BY CITY PLAN COMMISSION
DATE: Feb 27 - 1930

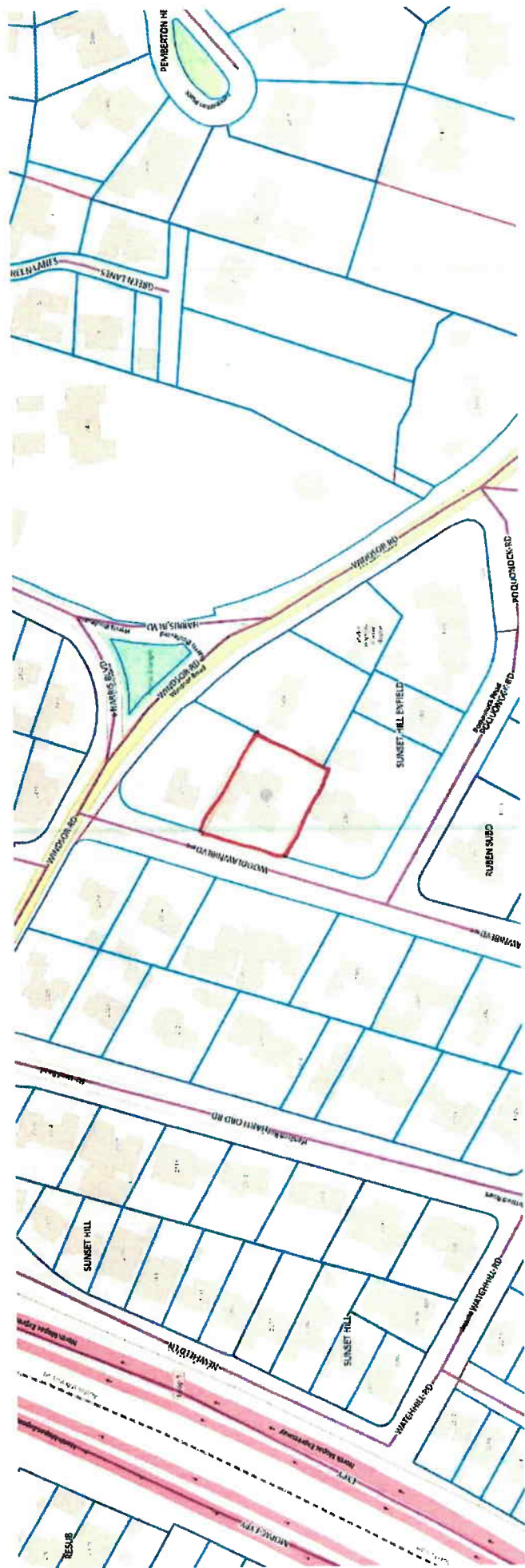
W. F. [Signature]
J. H. [Signature]
W. J. [Signature]

3/164

NOTE: At the time of subdivision
this addition was owned by:
SUNSET HILL ENFIELD CO.
See Travis County Deed Records
Book 446 Page 122

SCALE: 1 INCH = 100 FEET

SURVEYED
BY CHAS. H. [Signature]
MARLTON
LAND SURVEYOR
AUSTIN



NOTICE OF CONFIDENTIALITY RIGHTS: IF YOU ARE A NATURAL PERSON, YOU MAY REMOVE OR STRIKE ANY OF THE FOLLOWING INFORMATION FROM THIS INSTRUMENT BEFORE IT IS FILED FOR RECORD IN THE PUBLIC RECORDS: YOUR SOCIAL SECURITY NUMBER OR YOUR DRIVER'S LICENSE NUMBER.

SPECIAL WARRANTY DEED

THE STATE OF TEXAS §
 §
COUNTY OF TRAVIS §

KNOW ALL MEN BY THESE PRESENTS:

That John A. Moss, Jr., Individually, and as Independent Executor of the Estate of John A. Moss, Deceased, and Margaret Moss Moore, ("Grantors"), for and in consideration of the sum of Ten and No/100 Dollars (\$10.00) cash and other good and valuable consideration paid by Ann Moss Pieratt ("Grantee"), the receipt of which is hereby acknowledged, have GRANTED, BARGAINED, SOLD, and CONVEYED and by these presents do GRANT, BARGAIN, SELL and CONVEY unto Ann Moss Pieratt, all of Grantors' right, title, and interest in and to the following described real property (the "Property") in Travis County, Texas, to-wit:

Being the south 100 feet of Lot 20 and a triangular portion of Lot 19, Sunset Hill Enfield Subdivision, a subdivision in Travis County, Texas, according to the map or plat thereof, recorded in Volume 3, Page 164 of the Plat Records of Travis County, Texas, and being the same property conveyed to A.M. Felts by Warranty Deed dated February 23, 1938, recorded in Volume 584, page 147, of the Deed Records of Travis County, Texas.

TO HAVE AND TO HOLD the above described Property, together with any and all rights and appurtenances thereto in anywise belonging to Grantors unto the said Grantee, her heirs and assigns, and Grantors do hereby bind themselves and their successors and assigns to WARRANT AND FOREVER DEFEND all and singular the Property unto the said Grantee, her heirs and assigns, against every person whomsoever lawfully claiming or to claim the same or any part thereof, by, through or under Grantors, but not otherwise.

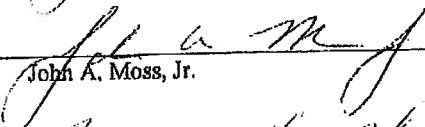
This conveyance is made and accepted subject to all covenants, conditions, restrictions, easements, mineral reservations, and royalty reservations, if any, relating to the hereinabove described Property to the extent, and only to the extent, that the same may still be in force and effect, and either shown of record in the office of the County Clerk of Travis County, Texas, or apparent on the property.

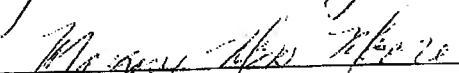
By her acceptance of this Special Warranty Deed, Grantee assumes the payment of all real property taxes assessed against the Property.

EXECUTED this 5 day of June, 2014.

ESTATE OF JOHN A. MOSS, DECEASED

By: 
John A. Moss, Jr., Independent Executor


John A. Moss, Jr.


Margaret Moss Moore

Grantee's Mailing Address:

Ann Moss Pieratt
2311 Woodlawn
Austin, Texas 78703

STATE OF OKLAHOMA §

COUNTY OF Tulsa §

This instrument was acknowledged before me on this the 4th day of June 2014, by John A. Moss, Jr., Individually, and as Independent Executor of the Estate of John A. Moss, Deceased.

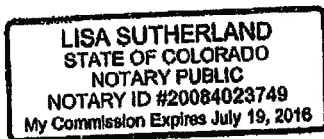
Misty Sandlin
Notary Public in and for
The State of Oklahoma
My Commission Expires: 6/14/2014



STATE OF COLORADO §

COUNTY OF Mon §

This instrument was acknowledged before me on this the 5 day of June, 2014, by Margaret Moss Moore.



Lisa Sutherland
Notary Public in and for
The State of Colorado
My Commission Expires: 7-19-2016

AFTER RECORDING RETURN TO:

Charles L. Eppright
Sneed, Vine & Perry, P.C.
900 Congress Avenue, Suite 300
Austin, Texas 78701



FILED AND RECORDED
OFFICIAL PUBLIC RECORDS

Dana Debeauvoir
DANA DEBEAUVOIR, COUNTY CLERK
TRAVIS COUNTY, TEXAS
June 11 2014 01:54 PM
FEE: \$ 34.00 2014085094

Specifications for

General Construction For

Residence And Garage Of

Mr. and Mrs. Amos Felts.

lee m. smith

architect

311 w seventh st.

austin, texas

RESIDENCE & GARAGE

FOR

MR. & MRS. AMOS FELTS

AUSTIN, TEXAS

LEE M. SMITH, ARCHITECT

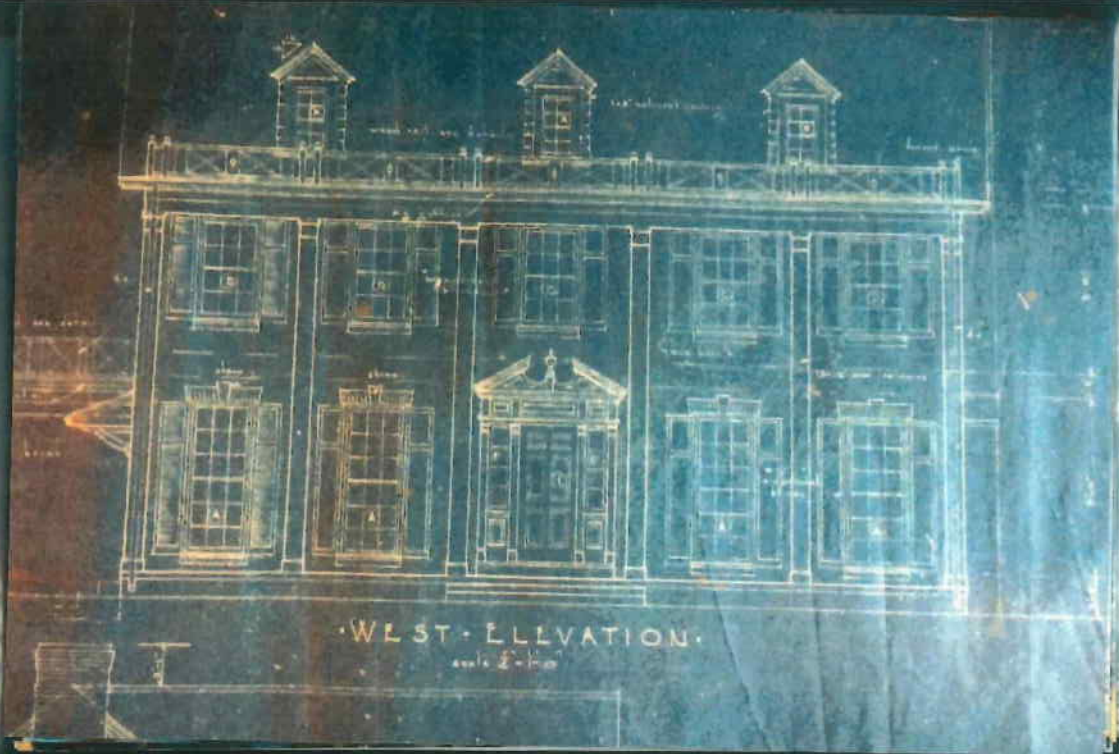
311 W. 7TH ST. AUSTIN, TEXAS

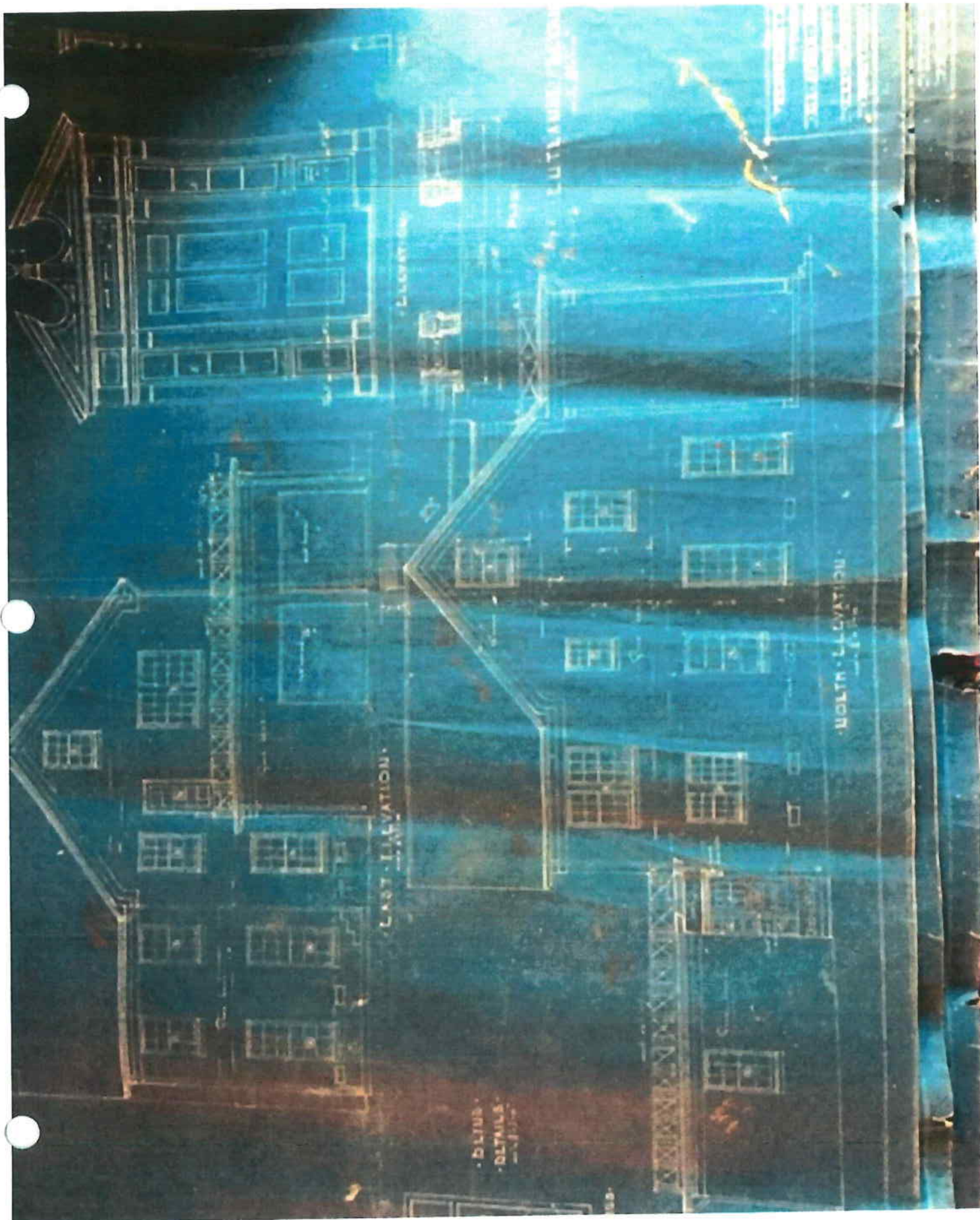
SHEET

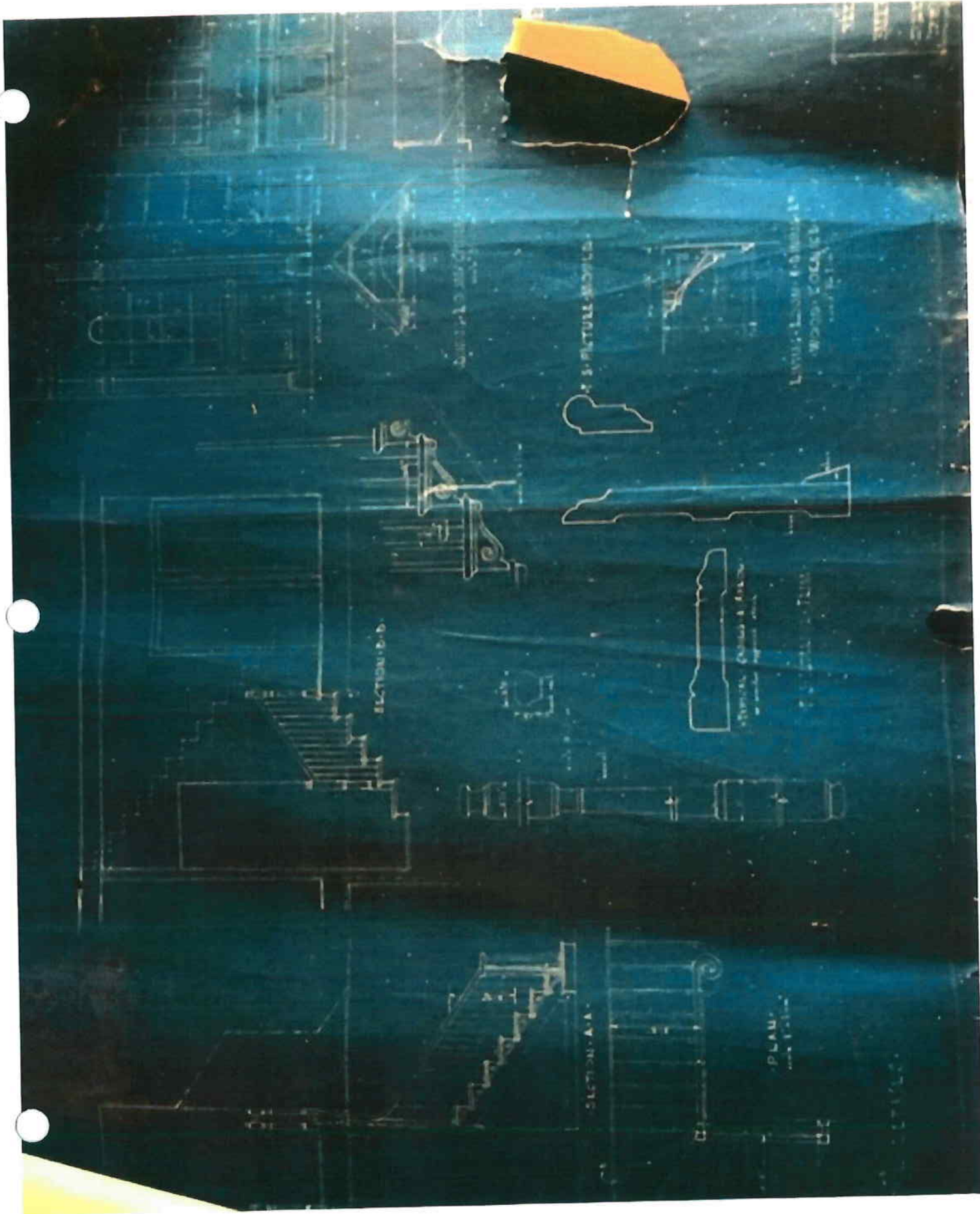
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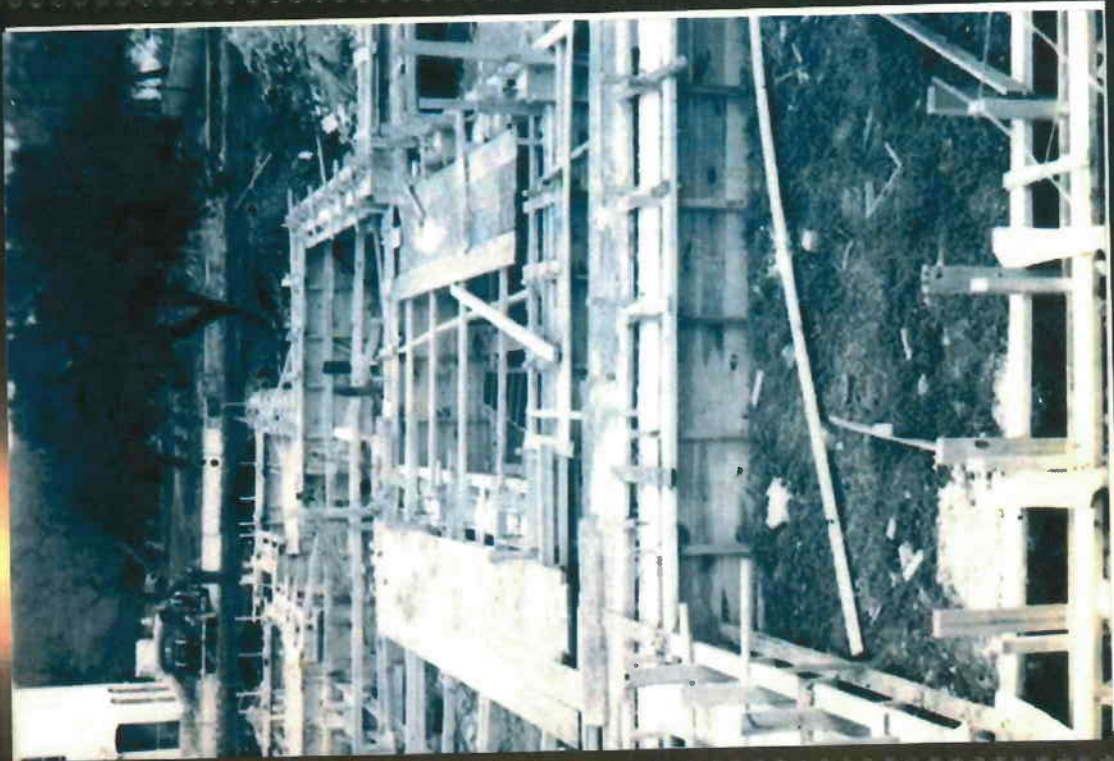
OF

8











 Wishing you a
Merry Christmas
and a Happy New Year!







335 156403-1 43 - J. Dendy 10th, Sugar
335 156403-1 44 - J. Dendy 10th, Sugar



...a group paid to ... of unwelcome
violating regulations in selling a Colorado insurance
company's stock and paid a \$10,000 fine. Nell Ben
pointed a finger at Victor L. Wood of Albuquerque,
founder of the company in 1976. Nell says he depended
on Wood, who is now only a stockholder in the firm, for
advice but saw the company lose \$83,470 last year in
acting on it. But Wood says that Nell refused to follow
his guidance.

ISSUES SURROUNDING ARKANSAS' CONTROVERSIAL 'AMENDMENT 60' ARE CONFUSING BUT THERE IS NO DOUBT BUT THAT THE STATE HAS THE MOST RESTRICTIVE INTEREST CEILINGS IN THE COUNTRY: In the Nov. 2 general election, the state's voters will be asked one question to amend Section 18 of Article XIX of the state constitution. It reads, "All contracts for a greater rate of interest than 10 per centum per annum shall be void, as to principal and interest, and the General Assembly shall prohibit the same by law." If Amendment 60 passes, this provision will be replaced by two ceilings. A fixed ceiling of 17% will be put in place for consumer loans and credit sales, such as loans for cars, appliances and home furnishings. Another ceiling which will float at not more than 5% above the federal discount rate of the Federal Reserve Board will be established for "general loans" like those for business and agriculture. (Currently, the discount rate is 9 1/4%, down from its high of 14% in May 1981.) Backers of Amendment 60 like the Arkansas Credit Council say the 10% ceiling has made Arkansas "an isolated island of credit restrictions attempting to exist within a nation where

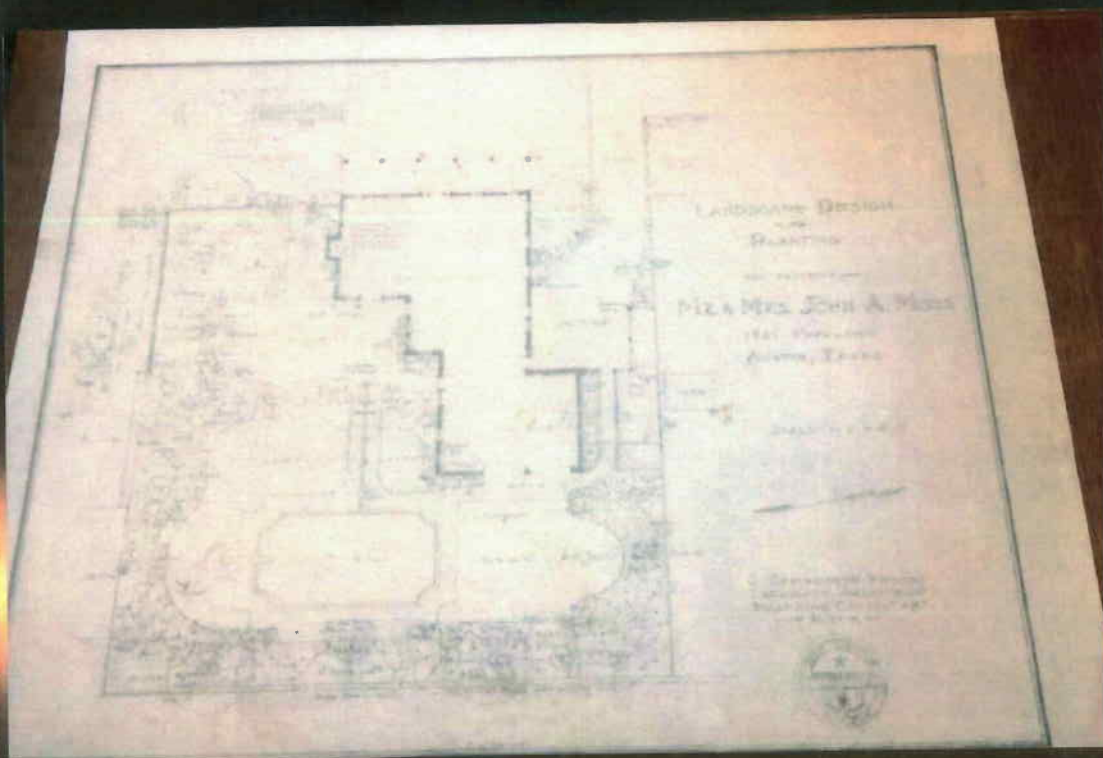
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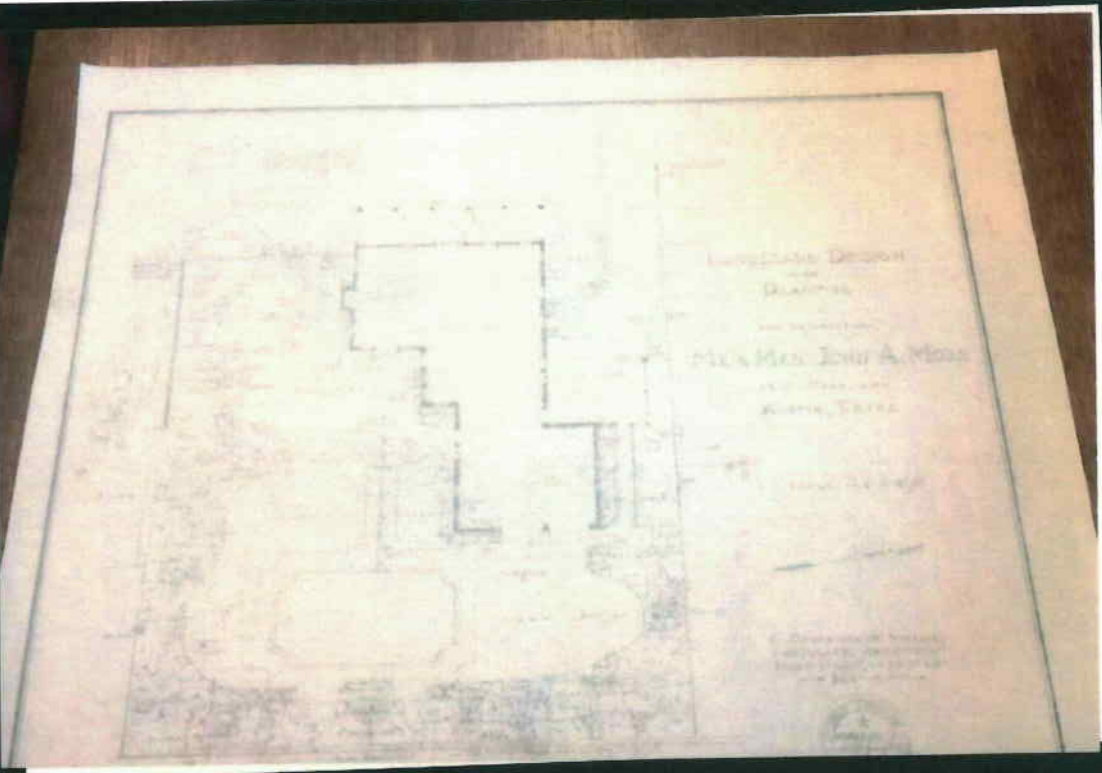
For BPI, Small Systems Are 'Go'

Three years ago, a trio of entrepreneurs teamed up to organize BPI Systems Inc. (OTC) and provide computer software for the nation's small business owners and managers. Today, their newly-public company is flourishing at its Austin, Texas headquarters, ambitious to follow microcomputer hardware into a multi-billion-dollar market.



Page 3



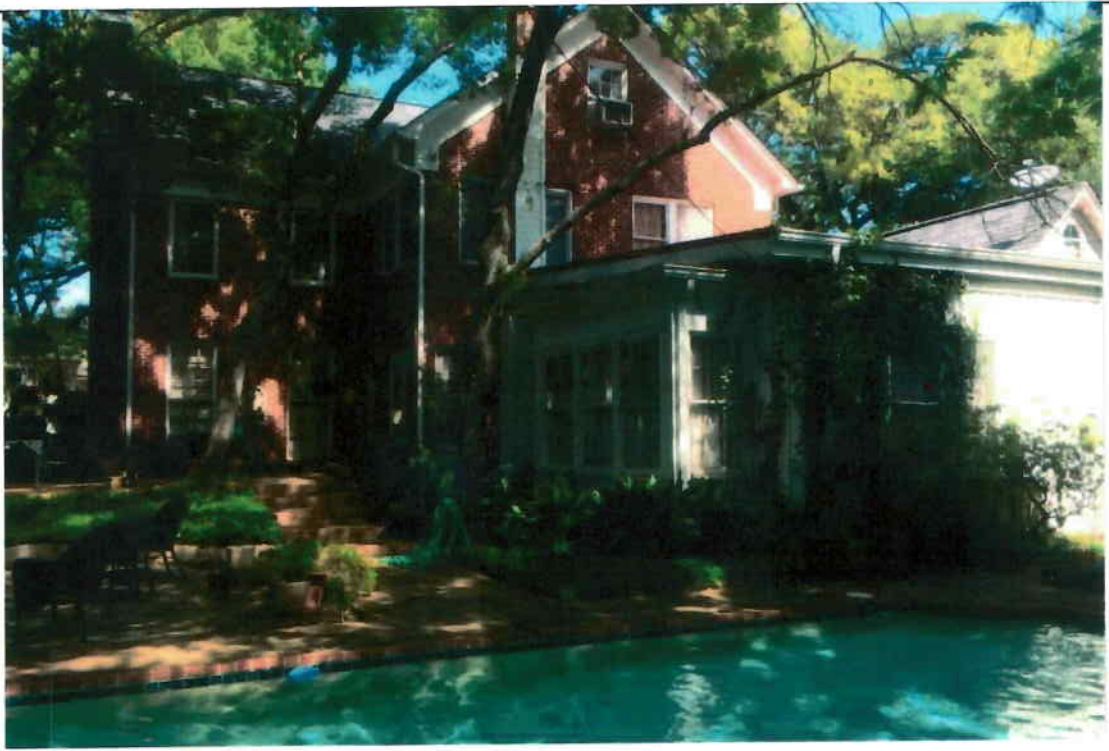


335156403-1 LSA, L. Deederich, Suzanne
335156403-1 IMG_7582.JPG











Austin History Center

John Moss

2311 Woodlawn Blvd.

147 20

Sunset Hill

Open Attached carport

72667

5/6/59

4500.00

B. J. Building Inc.

1-moved

W. on lot

S. on lot

CARPORT

Frank Knight

2311 woodlawn Blvd

147 21

Sunset Hill Addn.

& Basement

28ty Brick Vear Res w/Gar. Under

37470 2-23-60 35000.00

Frank Sefick

Biography of Lee M. Smith, Architect

In 1938, Lee M. Smith's architectural office was at 311 W. 7th St. Mr. Smith first appears in the Austin City Directory of 1935 as an architect working for Van C. Kelly Lumber Company, then in the Austin City Directory of 1937 as an architect with Calcasieu Lumber Company, which had its own stable of building designers, most of whom were not certified architects (registration of architects did not begin until the 1930s). He appears to have had his own practice from 1939 to 1943 (there are no city directories for 1944-46). He is not listed in a city directory after 1942, so given the short time that he appears to have worked in the Austin area, the Moss-Felts House could be one of the few homes that serves as an example of his work. An article in the Bastrop Advertiser dated December 2, 1937 stated that "Lee M. Smith... is an architect who offers a most advanced service in placing and supervising the erection of Hotels, Banks, Schools, Homes, etc. Many of our finest structures stand as a testament to the skill of this well known professional man. He is one of the most esteemed men both socially and in the professional life."

CHRONOLOGY OF OWNERS/OCCUPANTS

2311 WOODLAWN

AUSTIN, TX. 78703

- 1938 No listing for 2311 Woodlawn
Note: A.M. Felts resides at 305 E. 38th St.
- 1939 A.M. Felts (Felts, Wheeler & Wheeler, Attorneys)
 204 Norwood Bldg.
Note: No listing for John Moss
- 1942 A.M. Felts (Felts, Wheeler & Wheeler, Attorneys)
 204 Norwood Bldg.
Note: No listing for John Moss
- 1944-45 A.M. Felts (Felts, Wheeler & Wheeler, Attorneys)
 204 Norwood Bldg.
Note: No listing for John Moss
- 1949 A.M. Felts (Felts, Wheeler & Wheeler, Attorneys)
 204 Norwood Bldg.
Note: No listing for John Moss
- 1952 A.M. Felts (Felts, Wheeler & Wheeler, Attorneys)
 204 Norwood Bldg.
Note: No listing for John Moss
- 1953 No return at 2311 Woodlawn
Note: Ilene Felts-widow of A.M. Felts
 1209 Castle Hill
Note: No listing for John Moss
- 1954 Ilene Felts back at 2311 Woodlawn
- 1955 Ilene Felts

1957	John & Margaret Moss VP Rich Plan of Austin Note: No listing for Ilene Felts
1958	John A. Moss (Kathleen) President Republic Acceptance Corp. 224 Littlefield Bldg
1959	John A. Moss (Kathleen) President Republic Acceptance Corp. 224 Littlefield Bldg
1960-63	John A. Moss (Kathleen) President Republic Acceptance Corp. 224 Littlefield Bldg
1964	John A. Moss (Kathleen) No business listed
1965	John A. Moss (Kathleen) Mgr. Lago Vista
1966	John A. Moss (Kathleen) Mgr. Lago Vista
1968	John A. Moss (Kathleen) Mgr. Lago Vista
1970	John A. Moss (Kathleen) Mgr. Lago Vista
1972	John A. Moss (Kathleen) President-Lago Vista
1974	John A. Moss (Kathleen) John A. Moss Investments

1976 John A. Moss (Kathleen)
 John A. Moss Investments

1980 John A. Moss (Kathleen)
 President of BPI Systems Inc.

DEED CHRONOLOGY
2311 WOODLAWN
AUSTIN, TX. 78703

Brush, Brush, and Brush
to
AM Felts

Vol. 584, Pages 147-150
February 23, 1938

Mildred Irene Felts
to
John A. and Margaret Moss

Vol.1745, Pages 546-550
October 1, 1956

John A. Moss, Jr. & Margaret Moss Moore
to
Ann Moss Pieratt

Recorded 2014085094
June 4, 2014

February 17, 1937, recorded in Vol. 559, ⁵⁸⁴⁻¹⁴⁷ Deed Records of Travis County, Texas;

And, whereas, as a part of the consideration of the said W. F. Harris, to so build the said house and improvements, the said E. J. Risman, and wife, Ella Mae Risman have executed their joint and several promissory note for the sum of Fifteen Hundred Ninety-eight and 49/100 dollars, payable to the order of the said W. F. Harris, six months after date; and

Whereas, in said contract, and in said note a mechanic's, materialman's, laborer's and contractor's lien is fixed and retained to secure the payment of said note and other sums mentioned; and whereas the MUTUAL DEPOSIT & LOAN COMPANY of Austin has purchased said note above described with all and singular the mechanic's, materialman's laborer's and contractor's lien incident thereto as the same accrues;

Now, therefore, in consideration of the sum of Fifteen Hundred Ninety-eight & 49/100 dollars in hand paid to the said W. F. Harris, by the said MUTUAL DEPOSIT & LOAN COMPANY, the said W. F. Harris, has this day bargained, sold, conveyed, assigned, transferred and delivered, and do by these presents bargain, sell transfer, assign and deliver unto the said MUTUAL

DEPOSIT & LOAN COMPANY of Austin, the said above described note for the sum of Fifteen Hundred Ninety-eight and 49/100 dollars.

TO HAVE AND TO HOLD the same, together with all and singular the contract lien, mechanic's, materialman's, laborer's and contractor's lien, rights, equities, securities and interests in and to the above described real estate, and the improvements now upon and to be placed upon said real estate which I/we have or may hereafter have by virtue of being payee in said note and the contractor for the erection of the improvements upon said real estate as shown by the written contract aforesaid and I/we hereby acknowledge the full payment and receipt of all indebtedness, claims and liens against the said described real estate and improvements now on and to be placed thereon and by virtue of said contract over and above said note and hereby bind myself that said note is a first lien on said land and that all credits to which said note is entitled appear on the back hereof, and I/we hereby authorize the said MUTUAL DEPOSIT & LOAN COMPANY to release the mechanic's lien upon the payment of said note by duly executed release.

Witness our hands this 10th day of January, A. D. 1938.

W. F. Harris

THE STATE OF TEXAS

COUNTY OF TRAVIS

Before me, the undersigned authority, in and for said county and state, on this day personally appeared W. F. Harris, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same for the purposes and consideration therein expressed.

Given under my hand and seal of office this 10th day of January, A. D. 1938.

Mrs. Ros Ford
Notary Public in and for Travis County,
Texas.

Filed for Record Feb. 23, 1938 at 9:30 A. M.

Recorded Sep. 1, 1938 at 10:45 A. M.

THE STATE OF TEXAS

COUNTY OF TRAVIS

KNOW ALL MEN BY THESE PRESENTS,

That we, Kenneth Frank and wife, Josephine B. Frank, Austin Frank and wife, Gladys A. Frank, all of Travis County, Texas, do hereby certify that I, Kenneth Frank, a free white male citizen of the United States of America, do hereby certify that the foregoing instrument is a true and correct copy of the original instrument as the same appears from the records of the County Clerk of Travis County, Texas.

and G. H. Brush and wife, Mabel C. Brush, of Travis County, Texas, for and in consideration of the sum of Two Thousand Six Hundred Dollars (\$2600.00) cash to us in hand paid by A. M. Felts, the receipt of which is acknowledged;

Have Granted, Sold and Conveyed, and do by these presents Grant, Sell and Convey, unto the said A. M. Felts, of Travis County, Texas, the following described premises, to-wit: Portions of Lots Nos. Twenty (20) and Nineteen (19) of Sunset Hill Enfield, a subdivision of a part of the Geo. W. Spear League, in Travis County, Texas, in the City of Austin, according to the plat of said Sunset Hill Enfield recorded in Volume 3, Page 164, of the Travis County Plat Records, the portions of said lots here conveyed being more particularly described as follows:

First Tract: Beginning at a point in the west line of said Lot 20, which point is 10 feet from the northwest or more northerly corner of said Lot 20 and a common corner with Lot 21, said point being also the beginning corner of that certain tract conveyed by the Grantors herein to Floy B. Robinson by deed dated the 24th day of December, 1938, and recorded in Book 336, Page 43, of the Deed Records of Travis County, Texas, to which reference is here made;

Thence in an easterly direction with a line parallel with the north line of said Lot 20, said line being also the south line of the above described Floy B. Robinson tract, 145 feet, to a point in the East line of said Lot 20, 10 feet from the northeast corner of said Lot 20, for a corner;

Thence S. 17° 10' W. with the east line of said Lot 20, 110 feet to the southeast corner thereof, for a corner;

Thence with the south line of said Lot 20, 145 feet to the southwest corner thereof, for a corner;

Thence N. 17° 10' E. with the west line of said Lot 20, 110 feet to the place of beginning, the portion of said Lot 20 hereby conveyed being all of said Lot 20 except that portion conveyed to the said Floy B. Robinson by deed above referred to.

Second Tract: A portion of Lot No. 19 adjoining on the east Lot No. 20 and being described as follows:

Beginning at the southwest corner of said Lot 19, thence N. 22° 30' E. with the west line of a tract sold to Paul C. Whitley by deed dated September 30, 1936, and recorded in Book 339, Page 359, of the Deed Records of Travis County, Texas, a distance of 57.73 feet

to an iron stake for a corner; Thence westerly at right angles a distance of 19.03 feet to a point in the west line of said Lot 19 and the east line of Lot 20 for a corner;

Thence south 17° 10' W. with the west line of said Lot 19 and the east line of said Lot 20, 30 feet to the place of beginning.

To Have and to Hold the above described premises, together with all and singular the rights and appurtenances thereto in anywise belonging unto the said A. M. Felts, his heirs and assigns forever; and we do hereby bind ourselves, our heirs, executors and administrators to warrant and forever defend all and singular the said premises unto the said A. M. Felts, his heirs and assigns, against every person whatsoever lawfully claiming or to claim the same in any part thereof, except as to taxes for the year 1937 and thereafter, which said taxes are hereby assumed.

This conveyance is made subject to the following conditions, covenants and agreements:

1. The grantors, their heirs or assigns shall ever be held as vendors for said premises.

2. No part of the above described premises, or any part of said Sunset Hill Enfield, shall ever be conveyed or in any transferred, demise, leased, or rented to any person or persons of African descent, nor ever be held in any way by or for such person or persons, providing that this clause shall not prevent the employment of such persons as domestic servants in Sunset Hill and the provision of customary accommodations for them.

3. All improvements to be erected upon the premises hereby conveyed shall be built and used for residence purposes, excepting such improvements as may be proper for use in connection with residences, provided, however, that flats and apartment houses are included in the word "residence".

4. No residence to be erected on the premises hereby conveyed shall be of original cost less than Six Thousand Dollars (\$6000.00).

5. Any residence building erected upon said premises shall face Woodlawn Boulevard.

6. The front building line of the land hereby conveyed shall be forty (40) feet from the property line of said premises fronting on Woodlawn Boulevard as same is above described, and no residence, or any part thereof, no outbuildings of any kind, and no board fence shall ever be erected or placed upon the space between said building line and said property line, provided, however, that the steps and gallery in front of the front door of any residence may extend from said building towards said property line a distance not in excess of twelve feet.

The Grantee in this conveyance accepts the same subject to all the foregoing restrictions and conditions which it is agreed shall be deemed to be covenants running with the land, and does for himself, his heirs, legal representatives and assigns covenant to and with the Grantors, their heirs and assigns, that he will, and that his heirs, legal representatives and assigns will, forever faithfully observe each and all the foregoing restrictions and conditions, whether or not they are repeated in subsequent conveyances of the above property;

if the Grantee, or any person or persons claiming under him, shall at any time violate or attempt to violate or shall omit to perform or observe any of the foregoing restrictions or conditions, then it shall be lawful for any person owning land in Sunset Hill Enfield to institute and prosecute appropriate proceedings at law or in equity against the Grantee, or any person or persons claiming under him for the wrong done or attempted, or the Grantors herein or their heirs and assigns if they deem it proper, without being required, however, to do so, may institute and prosecute such proceedings.

Witness our hands, this the 23rd day of February, A. D. 1935.

Kenneth Brush

By G. H. Brush
Agent and Attorney in Fact.

Jeanette D. Brush

By G. H. Brush
Agent and Attorney in Fact.

Carlton Brush

By G. H. Brush
Agent and Attorney in Fact.

Edna C. Brush

By G. H. Brush
Agent and Attorney in Fact.

Harriette A. Brush

By G. H. Brush
Agent and Attorney in Fact.

G. H. Brush

THE STATE OF TEXAS

COUNTY OF TRAVIS

Before me, the undersigned authority, on this day personally appeared G. H. Brush, known to me to be the person whose name is subscribed to the foregoing instrument, and he acknowledged to me that he executed the same for the purposes and the consideration therein expressed, individually and in the capacity therein stated. And also before me, personally appeared Mabel C. Brush, wife of the said G. H. Brush, known to me to be the person whose name is subscribed to the foregoing instrument, and having been examined by me privily and apart from her husband, and having the same fully explained to her, she, the said Mabel C. Brush, acknowledged such instrument to be her act and deed, and declared that she had willingly signed the same for the purposes and consideration therein expressed, and that she did not wish to retract it.

Given under my hand and seal of office, this the 24 day of February, A. D. 1938.

(Notary Seal)

Jane W. Hatch
Notary Public, Travis County, Texas.

Filed for Record Feb. 25, 1938 at 12:30 P. M.

Recorded Mar. 1, 1938 at 11:15 A. M.

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STATE OF TEXAS

COUNTY OF TRAVIS

KNOW ALL MEN BY THESE PRESENTS:

That I, W. S. Emerson, hereinafter called Grantor, for a valuable consideration in hand paid by Home Owners' Loan Corporation, the receipt of which is hereby acknowledged, has this day bargained, sold and conveyed, and by these presents does bargain, sell, convey and assign unto said Corporation, without recourse, the following described note or notes, to-wit: One certain promissory note in the original principal sum of \$115.00, dated January 31, 1938, executed by Lula Wright, a feme sole, payable to the order of W.S. Emerson, the payment of said note being secured by a mechanic's lien on the following described property, to-wit:

Lot No. Twenty-two (22), Block Five B (5B) of Sweetman Addition to the City of Austin, Texas, according to the plat of said Addition on record in the office of the County Clerk of Travis County, Texas, and on map or plat of the City of Austin, Travis County, Texas, now on file in the General Land Office of the State of Texas, and being the same Lot conveyed to the said Lula Wright, a feme sole, by the Highlands Investment Company, under the name and style of Lula Jackson (a feme sole) by deed dated the 18th day of October, A. D. 1920, and recorded in Book No. 408, Pages 158-159, of the Deed Records of Travis County, Texas. Said note or notes having been executed in payment for certain improvements erected and constructed on the land described in Mechanic's Lien Contract executed by Lula Wright to W. S. Emerson dated January 31, 1938, and recorded in Vol. 2, Page 1, Mechanic's Lien Records of Travis County, Texas, to which and the record thereof, reference is here made for a more definite and particular description of said note or notes, the improvements erected and constructed and the real estate described in said contract.

And Grantor also hereby bargains, sells and conveys unto said Corporation, all the right, title and interest owned or held by Grantor in said land by virtue of said note or notes herein conveyed and assigned.

TO HAVE AND TO HOLD unto the said Home Owners' Loan Corporation, its successors and assigns the above described note or notes, together with all and singular the content, lien, mechanic's lien rights, equities, titles and interest in said land which Grantor has by virtue of being the legal owner and holder thereof.

And Grantor hereby warrants that all payments, effects and credits in which said note or notes are entitled to share to the Home Owners' Loan Corporation, its successors and assigns.

546 STATE OF TEXAS
COUNTY OF TRAVIS

KNOW ALL MEN BY THESE PRESENTS:

THAT WE, Mildred Ilene Felts, individually, and as testamentary trustee of the estate of A. M. Felts, deceased, being the same person as Amos Martin Felts, Amos Daniel Felts, and his wife, Olivia Felts, all of Travis County, Texas, and James Martin Felts, a single man, of Boston, Suffolk County, Massachusetts, for and in consideration of the sum of Ten (\$10.00) Dollars and other good and valuable consideration to us paid by the grantees herein, the receipt of which consideration is hereby acknowledged and payment of no part of which is secured by a vendor's lien, express or implied, upon the hereinafter described property, and the further consideration of the execution and delivery by the grantees herein, John A. Moss and wife, Margaret Moss, of their three separate promissory purchase money notes in the amounts hereinafter described, all of which shall be secured by a vendor's lien retained in said deed, and shall be further secured by a deed of trust executed on even date herewith, and providing that each note shall be released separately upon the full payment of both principal and interest on said note to be released, to-wit:

Note No. One, in the original principal sum of \$3,500, together with interest thereon at the rate of 5% per annum from date until paid, due on or before February 1, 1957, said note containing the usual provisions as to acceleration of maturity, attorney's fees, etc.,

Note No. Two, in the original principal sum of \$3,500, together with interest thereon at the rate of 5% per annum from date until paid, due on or before February 1, 1958, said note containing the usual provisions as to acceleration of maturity, attorney's fees, etc.,

Note No. Three, in the original principal sum of \$25,000, together with interest thereon at the rate of 5% per annum from date until paid, both principal and interest, and payable in monthly installments of \$165.00 each, the first of such installments being due and payable on or before November 1, 1956, principal and interest included, and a like installment shall be due and payable on or before the first day of each and every month thereafter until said note is fully paid, and said note containing the usual provisions as to acceleration of maturity, attorney's fees, etc.,

HAVE GRANTED, SOLD, AND CONVEYED, and by these presents do GRANT, SELL and CONVEY unto the said John A. Moss and wife, Margaret Moss, of the County of Travis, State of Texas, all of that certain lot, tract, or parcel of land lying and being situated in the City of Austin, Travis County, Texas, known and more particularly described as follows:

Parts of Lots Nos. Nineteen (19) and Twenty (20) of Sunset Hill Enfield, a Subdivision of a part of the Geo. W. Spear League in Travis County, Texas, in the City of Austin, Texas, and being the same property conveyed to A. M. Felts by warranty deed dated February 23, 1938, recorded in Vol. 584, Page 147 of the Deed Records of Travis County, Texas, together with improvements thereon situated.

TO HAVE AND TO HOLD the above described premises, together with all and singular the rights and appurtenances thereto in anywise belonging unto the said John A. Moss and wife, Margaret Moss, their heirs and assigns forever; and we do hereby bind ourselves, our heirs, executors, and administrators, to warrant and forever defend all and singular the said premises unto the said John A. Moss and wife, Margaret Moss, their heirs and assigns, against every person whomever lawfully claiming or to claim the same, or any part thereof, subject, however, to all valid restrictions and easements which are of record, applicable to the property hereby conveyed.

But it is expressly agreed and stipulated that the vendor's lien is retained in favor of Mrs. A. M. Felts against the above-described premises and improvements, until the above described promissory notes, together with all interest thereon, have been fully paid, according to their face and tenor, effect and reading.

when this deed shall become absolute. And we, Amos Daniel Felts and wife, Gloria Felts, and James Martin Felts, for value received, have transferred and assigned and by these presents do hereby transfer and assign, without recourse on us in any event, unto Mrs. A. M. Felts, the vendor's lien herein retained, together

with all rights, equities and superior title thereto securing the payment of said notes as aforesaid, and we do further request that said notes be payable to the order of the said Mrs. A. M. Felts.

The grantors herein are to pay all taxes on the above described property for the years up to and including the year 1955, and the grantees herein are to assume the payment of the taxes for the year 1956, the same having been prorated as of the date of this deed. The grantees herein are to pay the annual taxes and to keep the premises hereby conveyed insured in some good and reliable insurance company acceptable to the holder of said notes for the full insurable value of said premises, but in no event for an amount less than the unpaid principal and interest on said notes, and in the event of failure of grantees to pay said taxes or to take out said insurance and pay the premiums for same when they become due, the holder of said notes will have the option of either declaring said notes due and payable or of paying said taxes and insurance on behalf of grantees herein and adding said amounts so paid to the amount of principal then due on said notes, and said amount so added shall become as principal and bear the same rate of interest as said notes and the payment thereof being secured by the vendor's lien herein retained.

Witness our hands at Austin, Texas, this 1st day of September, A. D. 1956.

Mildred Elene Felts
Mildred Elene Felts, individually,
as testamentary trustee of the
Estate of A. M. Felts, deceased,
and as Independent Executrix of the
Estate of A. M. Felts, deceased.

Amos Daniel Felts
Amos Daniel Felts

Gloria Felts
Gloria Felts

James Martin Felts
James Martin Felts

(440.70 U. S. Int. Rev. Stamps Can.)

STATE OF TEXAS
COUNTY OF TRAVIS

Before me, the undersigned authority, on this day personally appeared Mildred Ilene Felts, a widow, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that she executed the same individually, as testamentary trustee of the Estate of A. M. Felts, deceased, and as independent executrix of the Estate of A. M. Felts, deceased, for the purposes and consideration therein expressed and in the capacities therein set forth.

Given under my hand and seal of office, this 1st day of October, 1956.

Mrs. George Bendetti
Notary Public in and for
Travis County, Texas

STATE OF TEXAS
COUNTY OF TRAVIS

Before me, the undersigned authority, on this day personally appeared Amos Daniel Felts and his wife, Gloria Felts, both known to me to be the persons whose names are subscribed to the foregoing instrument, and acknowledged to me that they each executed the same for the purposes and consideration therein expressed; and the said Gloria Felts, wife of the said Amos Daniel Felts, having been examined by me privily and apart from her husband, and having the same fully explained to her, she, the said Gloria Felts, acknowledged such instrument to be her act and deed, and declared that she had willingly signed the same for the purposes and consideration therein expressed, and that she did not wish to retract it.

Given under my hand and seal of office, this the 1st day of October, 1956.

Leta Ruth Carter
Notary Public in and for
Travis County, Texas

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STATE OF MASSACHUSETTS

COUNTY OF SUFFOLK

Before me, the undersigned authority, this day personally appeared James Martin Felts, a single man, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for the purposes and consideration therein expressed.

Given under my hand and seal of office, this 7 day of September, 1956.

W. H. Russell
Notary Public in and for the State of
Suffolk County, Massachusetts



Filed for Record Oct. 2, 1956 at 10 A.M. Recorded Oct. 3, 1956 at 10 A.M.

NOTICE OF CONFIDENTIALITY RIGHTS: IF YOU ARE A NATURAL PERSON, YOU MAY REMOVE OR STRIKE ANY OF THE FOLLOWING INFORMATION FROM THIS INSTRUMENT BEFORE IT IS FILED FOR RECORD IN THE PUBLIC RECORDS: YOUR SOCIAL SECURITY NUMBER OR YOUR DRIVER'S LICENSE NUMBER.

SPECIAL WARRANTY DEED

THE STATE OF TEXAS §
 §
COUNTY OF TRAVIS §

KNOW ALL MEN BY THESE PRESENTS:

That John A. Moss, Jr., Individually, and as Independent Executor of the Estate of John A. Moss, Deceased, and Margaret Moss Moore, ("Grantors"), for and in consideration of the sum of Ten and No/100 Dollars (\$10.00) cash and other good and valuable consideration paid by Ann Moss Pieratt ("Grantee"), the receipt of which is hereby acknowledged, have GRANTED, BARGAINED, SOLD, and CONVEYED and by these presents do GRANT, BARGAIN, SELL and CONVEY unto Ann Moss Pieratt, all of Grantors' right, title, and interest in and to the following described real property (the "Property") in Travis County, Texas, to-wit:

Being the south 100 feet of Lot 20 and a triangular portion of Lot 19, Sunset Hill Enfield Subdivision, a subdivision in Travis County, Texas, according to the map or plat thereof, recorded in Volume 3, Page 164 of the Plat Records of Travis County, Texas, and being the same property conveyed to A.M. Felts by Warranty Deed dated February 23, 1938, recorded in Volume 584, page 147, of the Deed Records of Travis County, Texas.

TO HAVE AND TO HOLD the above described Property, together with any and all rights and appurtenances thereto in anywise belonging to Grantors unto the said Grantee, her heirs and assigns, and Grantors do hereby bind themselves and their successors and assigns to WARRANT AND FOREVER DEFEND all and singular the Property unto the said Grantee, her heirs and assigns, against every person whomsoever lawfully claiming or to claim the same or any part thereof, by, through or under Grantors, but not otherwise.

This conveyance is made and accepted subject to all covenants, conditions, restrictions, easements, mineral reservations, and royalty reservations, if any, relating to the hereinabove described Property to the extent, and only to the extent, that the same may still be in force and effect, and either shown of record in the office of the County Clerk of Travis County, Texas, or apparent on the property.

By her acceptance of this Special Warranty Deed, Grantee assumes the payment of all real property taxes assessed against the Property.

EXECUTED this 5 day of June, 2014.

ESTATE OF JOHN A. MOSS, DECEASED

By:

John A. Moss, Jr.
John A. Moss, Jr., Independent Executor

John A. Moss, Jr.
John A. Moss, Jr.

Margaret Moss Moore
Margaret Moss Moore

Grantee's Mailing Address:

Ann Moss Pieratt
2311 Woodlawn
Austin, Texas 78703

STATE OF OKLAHOMA §
COUNTY OF Tulsa §

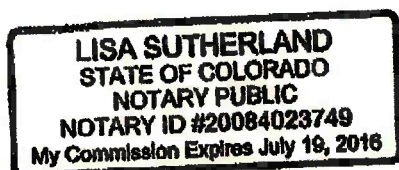
This instrument was acknowledged before me on this the 4th day of June 2014, by John A. Moss, Jr., Individually, and as Independent Executor of the Estate of John A. Moss, Deceased.

Misty Sandlin
Notary Public in and for
The State of Oklahoma
My Commission Expires: 6/14/2014



STATE OF COLORADO §
COUNTY OF Wash §

This instrument was acknowledged before me on this the 5 day of June, 2014, by Margaret Moss Moore.



Lisa Sutherland
Notary Public in and for
The State of Colorado
My Commission Expires: 7-19-2016

AFTER RECORDING RETURN TO:

Charles L. Eppright
Sneed, Vine & Perry, P.C.
900 Congress Avenue, Suite 300
Austin, Texas 78701



FILED AND RECORDED
OFFICIAL PUBLIC RECORDS

Dana Debeauvoir
DANA DEBEAUVOIR, COUNTY CLERK
TRAVIS COUNTY, TEXAS

June 11 2014 01:54 PM

Biography of Amos. M. Felts

A. M. Felts was born May 18, 1886 near Melburn, Arkansas. He moved to Belton, Texas when he was 16 years old to live with his uncle, Bell County Judge George Martin Felts. Amos became interested in the law and received his law degree from the University of Texas. He married Mildred Ilene Lytton September 17, 1917.

Amos begin practicing law in Elgin, where he also served as city attorney and mayor, before moving to Austin in 1927. At that time, he was in partnership with C. W. Webb and Emma S. Webb and they maintained offices in both Austin and Elgin.

In February of 1938, while residing at 305 E. 38th St., Amos and Ilene paid \$2600 for portions of lots 19 and 20 in the young Sunset Hill Enfield, a subdivision which was originally part of Governor Pease's plantation home.

The Felts hired architect Lee M. Smith to design their two story Georgian-revival style house.

In 1939, the law firm of Felts, Wheeler & Wheeler was established, with offices in the Norwood Building. Felts practiced in the areas of transportation and general law. Amos remained with this firm until his death in 1952.

Ilene and Amos had two sons, James Felts and Amos Daniel Felts.

Biography of Mildred Ilene Lytton Felts

Ilene Lytton Felts was born March 5, 1894 to Delta Llano Billingley Lytton and James Harvey Lytton, a pioneer family of Bastrop county. She was one of ten children. Ilene attended the College of Industrial Arts in Denton, Texas.

Her great uncle, Jesse Billingsley, fought in the Battle of San Jacinto in 1836 and stands behind Santa Ana (over Santa Ana's right shoulder) in the iconic painting of his surrender, which hangs in the State Capitol.

Ilene was an elegant woman and a devoted Christian who kept a beautiful home and loved to entertain. She taught piano as a young woman and was one of the first presidents of the Austin Women's Club. Her sister, Fannie Lee Lytton Smith, was one of the founders of the AWC and served as its first president, and her portrait hangs above the fireplace in the club.

Biography of Amos Daniel Felts

Dan Felts was born on May 28, 1927. He lived in the house on Woodlawn from around age 11 until he graduated from Austin High in 1944. At 17, Dan joined the navy and was trained as an aviation air gunner and machines mate. He was stationed at several locations in the U.S. but the war ended before he was shipped out.

Dan attended the University of Texas and received his law degree in 1952, the same year his father died. But Dan was not yet out of law school when his father died, so their good friend Joe Kilgore, a prominent old Austin lawyer who was well known through the state and nationally, kept the firm open until Dan could graduate and take over his father's practice. He practiced solo for 8 years in transportation and general law as his father had done. For a short time he practiced with an old high school mate but returned to private practice.

Around 1960, Dan joined a firm that came to be known as James, Robinson, Felts and Starnes, which became known as the premier transportation law firm in the Southwest. The firm represented clients such as Roadway Express, Saia Motor Freight Lines and numerous other leading motor carriers in the nation.

For 20 years, Dan was the president and general counsel of the Southwest Household Goods Carriers, a large group of truck companies that specialized

in loading, transporting materials and unloading household furniture and accessories.

Dan was also president and general counsel of the Texas Sand and Gravel Carriers. This large group of trucking companies specialized in transporting materials for building projects such as highways, roads and other major projects.

Dan and his wife Gloria had three children, Jan Bullock, Carol Keller and Dan Felts, Jr. Dan Felts died on May 8, 2013.

Biography of James Felts

James was born March 11, 1923 and moved into the house at 2311 Woodlawn with his family when he was 15 years old. He graduated from Austin public schools in 1940 and attended the University of Texas for a short time before going into the Air Force Medical Corps during WWII.

After the war, James enrolled in the University of California at Berkeley, receiving his B.A. in 1948 and his Ph.D. in Physiology and Biochemistry in 1955.

He became an instructor in Physiology at Tufts Medical School in Boston from 1955 to 1959. He then joined the Department of Physiology as Associate Research Physiologist in the Cardiovascular Research Institute at UCSF. He was awarded an associate professorship in physiology in 1963, and five years later he became Professor of Physiology. In 1969 he moved to the Banting and Best Department of Medical Research of Toronto. In 1972, he was recruited back to UCSF as Professor of Physiology, Consultant in the Cardiovascular Research Institute, and Chief of the Lipid Research Laboratory at the Veterans Administration Medical Center, a teaching hospital for UCSF.

Felts published 130 original articles, all in the general field of metabolism, and was considered an internationally recognized expert in the field of lipid metabolism. James Felts died on February 11, 1988.

Death Claims Amos M. Felts, Attorney, 65



AMOS FELTS

Funeral services for Amos Martin Felts, 65, Austin attorney, will be held Monday at 3:30 p. m. at Central Christian Church. Dr. John Barclay and Dr. Edmund Heinsohn will officiate. Burial will be in Oakwood Cemetery.

The body will be at Weed-Corley Funeral Home until 2:30 p. m. and will lie in state at the church till an hour before services.

FELTS DIED about midnight Saturday at Seton Hospital of a heart attack he suffered earlier in the day.

A native of Arkansas, he came to Texas when he was 16 to live in Belton with his uncle, Judge George Martin Felts, county judge of Bell County. Through his uncle he became interested in the law.

He attended Wedemeyer Academy in Belton and was graduated from Belton High School. He received his law degree from the University of Texas and practiced his first three months as a member of the bar in Rogers. He then moved to Elgin and formed a partnership with Braxton Wade.

While in Elgin he served as city attorney and mayor.

Later Felts moved to Austin. He was at that time in partnership with C. W. Webb and Emma S. Webb and maintained offices both in Austin and in Elgin. After this partnership was dissolved, Felts was for a time, in partnership with J. W. Wheeler and Judge C. A. Wheeler. He had practiced alone since 1940.

He had offices in the Capital National Bank Building and lived at 2311 Woodlawn.

FELTS WAS A member of Central Christian Church, Austin Scottish Rite bodies, the Ben Hur Shrine, the Odd Fellows, the Royal Order of Jesters, the Austin Knife and Fork Club, and the University of Texas Ex-Students Association. He was a past president of the Austin Lions Club.

He was a member of the Travis County Bar Association.

His survivors include his widow; two sons, James Felts and Amos Daniel Felts, all of Austin; and six sisters, Mrs. Cassie Johnson of Oregon; Mrs. Mary Miller, Miss Martha Felts, Mrs. Cora Gray and Mrs. Willie Dover, all of Arkansas; and Mrs. Essie Carpenter of Oklahoma; and two brothers, Isom Felts and Eddie Felts, both of Arkansas.

Pallbearers will be his nephews, Robert Lytton, Ned Lytton, Franklin Condron, Paige Benbow, Leslie Bradshaw, Jack Williams and Robert Witte.

Squires, a native of Iowa who came to Austin looking for employment.

Lee Gentry, whose address was listed as the Capitol Hotel, 107 W. Seventh St., was arrested at 3 p.m. Friday and charged in the killing.

Squires, a native of Cresco, Iowa, was found stabbed to death Tuesday at Woodridge Park on the corner of West 9th and Guadalupe streets. His father said he left home because he was attracted to city life and because he could find work in Austin.

Deaths

Information in the Deaths and Services column is provided by the funeral home listed with each death notice. For more information about services, memorial contributions etc., call the funeral home.

BOEDEKER, Chester E., 58, of Grand Prairie, died Thursday. Services 3 p.m. today at Phillips-Luckey Funeral Home in Caldwell. Burial, Christman Cemetery. Survivors: wife, Lucille Boedecker of Grand Prairie; sons, Bobby Boedecker, Jessy Boedecker, both of Grand Prairie, Billy Boedecker of Grandbury, Bennie Boedecker of Lake Jackson; daughters, Bonita Alley of Grand Prairie, Peggy Garrett of Arlington; brother, Bill Boedecker of Dallas; sister, Nona Allen of Mesquite; 14 grandchildren.

BOLES, Myrna, 47, 4501 Hank Ave., died Saturday. Services pending at Wilke-Clay Funeral Home.

BRANNON, Lee, 61, of Sandy Creek, died Friday. Services 1 p.m. Monday at Sandy Creek Baptist Church in Leander. Burial, Memorial Hill Park Cemetery. Survivors: wife, Charlotte Brannon of Sandy Creek; daughters, Norma Campbell of San Antonio, Donna Spoles of Austin, Sharon Welborn of Austin; son, Kenneth Brannon of California; mother, June Brannon of Lubbock; brothers, Jim Brannon, Bob Brannon, both of Lubbock; sisters, Flora Dickinson of Lubbock, Desma Dehart of Houston, Fran Norman of Tulsa, Okla., Faye Davis of Tulsa, Okla.; nine grandchildren. (Cook-Walden)

ENNIS, Nadine, 63, 500 E. Anderson Lane, died Saturday. Services pending at Weed-Corley Funeral Home. Survivors: husband, Walter Doyle Ennis of Austin; daughters, Marge Shumake of Irving, Carolyn Hahn of Grand Prairie; sons, Walter Doyle Ennis Jr., Gerald Wayne Ennis, both of San Antonio; mother, Viola Durst of San Antonio; sisters, Lola Rose, Minnie Volv, both of San Antonio, Lois Bennett of Kerrville, Bernice Hancock of Austin, Florence Adams of San Antonio; 10 grandchildren; two great-grandchildren.

FELTS, Hena, 88, of Austin, died Saturday. Services 10 a.m. Monday at Central Christian Church. Burial, Oakwood Cemetery Annex. Survivors: sons, Dan Felts of Austin, Dr. James Felts of San Francisco; sister, Hellen Berry of Waco; three grandchildren; one great-grandchild. (Weed-Corley)

GONZALES, Frances, 32, 508 Tilbury Lane, died Saturday. Services pending at Mission Funeral Home.

HOBLE, Esther A., 4716 Avenue G, died Saturday. Services 1 p.m. Monday at Cook-Walden Funeral Home and 4 p.m. at St. Michael Lutheran Church in Winchester. Burial, St. Michael Lutheran Cemetery in Winchester. Survivors: husband, Gerhardt Hoble of Austin; sons, Clarence Hoble of Niagara Falls, N.Y., Victor Hoble of Austin; daughters, Lavinia Greene of Houston, Dorothy Regene of Austin; 11 grandchildren; eight great-grandchildren.

HRACHOVY, Mary, 77, of Ellinger, died Saturday. Rosary 7 p.m. today at Jeconek Chapel in Ellinger. Mass 9 a.m. Monday at St. Mary's Catholic Church in Ellinger. Burial, church cemetery. Survivor: sister, Mrs. Joe M. Hrachovy of Ellinger. (Koenig-Peel Funeral Home, La Grange)

KANA, Frank Sr., 84, of La Grange, died Saturday. Rosary 7 p.m. today at Koenig-Peel Funeral Home in La Grange. Mass 3 p.m. Monday at Sacred Heart Catholic Church in La Grange. Burial, Holy Rosary Church Cemetery in Houston. Survivors: wife, Emille Kana of Swiss Alp; daughters, Agnes Niesner of Swiss Alp, Rosie Hall of La Grange; sons, Stan Kana of La Grange, Frank Kana Jr., John Kana, Willie Kana, all of Houston; sister, Lillie Cernoch of La Grange; brothers, Emil Kana of Schulenburg, August Kana of Flatonia, Jerry Kana of La Grange; 17 grandchildren; two great-grandchildren.

MERCER, Ruben Milton, of Luling, died Friday. Services 2:30 p.m. today at O'Bannon Funeral Home in Luling. Burial, Luling City Cemetery. Survivors: wife, Jennie Mercer of Luling; son, Wilbur Mercer of McAllen; daughter, Josephine Browning of San Antonio; sister, Dovie Martin of San Antonio; two grandchildren.

SELVEY, Sara Elizabeth, 22, of Austin, died Saturday. Services pending at Weed-Corley Funeral Home. Survivors: husband, Patrick L. Selvey of Austin; son, Keith Selvey of Austin; mother and stepfather, Judy and Don Carlson of Austin; father, Forrest M. Faulkner of Austin; grandparents, Ann T. Browning of Austin, Mr. and Mrs. Steve Deutsch of Austin.

SMITH, Willie Alberta, 74, 1162 Ridgeway Drive, died Monday. Services 1 p.m. Monday at Woods Chapel Church of God and Christ. Burial, Evergreen Cemetery. (King-Tears)

SNEDEKER, Ralph B., 72, of Pasadena, died Friday. Services 2 p.m. today at Conara Funeral Home in Taylor. Burial, Taylor City Cemetery. Survivors: wife, Amelia Snedeker of Pasadena; daughters, Dorothy Moore of Couper City,



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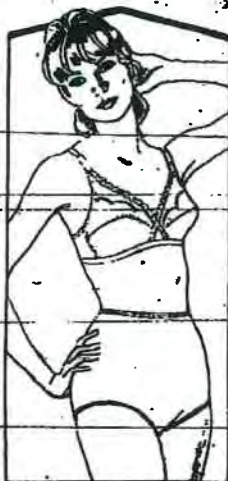
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In Memory of Dan Felts

May 28, 1927 - May 8, 2013

[Obituary](#)

Dan Felts, age 85, passed away Wednesday, May 8, 2013. He was born in Austin, on May 28, 1927 to Amos Martin Felts and Ilene Lytton Felts. He graduated from Austin High in 1944. At 17 years of age, he joined the Navy and was trained as an aviation air gunner and machines mate. He was stationed at several locations in the United States and lastly was assigned to Corpus Christi, Texas. Before he could be shipped to a war zone, the war was over and he was discharged with an Honorable Discharge.

After the war, he attended the University of Texas and received a BBA Degree and a Law Degree in 1952. He opened his office for law practice in the old Norwood Building. He practiced solo for 8 years, practicing transportation and general practice law, following in the shoes of his father, who died in early 1952.

For a short period, he practiced with an old high school mate, Malcome Robinson, for about 4 years. He returned to solo practice for another 4 years. He joined a firm known as James, Robinson, Felts and Starnes. As time progressed, the firm became known as the premier transportation law firm in the Southwest, with representation clients such as Roadway Express, Saia Motor Freight Lines and numerous other leading motor carriers in the nation.

Dan was the President and General Counsel of the Southwest Household Goods Carriers for 20 years, a large group of truck companies that specialized in loading, transporting materials and unloading household furniture and accessories.

He was also President and General Counsel of the Texas Sand and Gravel Carriers. This large group of trucking companies specialized in transporting materials for building projects, like highways, all types of road, and other major projects.

He concluded practice with a longtime friend, Tim Mashburn, under the name of Felts & Mashburn.

He retired in 2004 to spend time traveling and enjoying his family. He is survived by his wife, Laura Felts and children, Jan Bullock of Austin, Carol Keller of Austin, Dan Felts, Jr. of New Braunfels, Tammy Palermo of Cibolo, Texas, Martha Rae Casino of Fuqua Varina, North Carolina, Raymond Scott Ihrig of Austin; and twelve grandchildren as well as four great-grandchildren.

The family wishes to thank a number of doctors that have prolonged a great retirement life. A few are Dr. Robert Pederson, Dr. William McCarron, Dr. Kent Beasley, Dr. Peter Nutson, and a number of other great and professional physicians.

Family and friends are invited to a visitation from 6:00 p.m. until 8:00 p.m. on Sunday, May 12, 2013 at Cook-Walden/Forest Oaks Funeral Home.

Funeral services will be held at 10:00 a.m., Monday, May 13, 2013 in the Chapel of Cook-Walden/Forest Oaks Funeral Home. Interment will

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James M. Felts, Physiology: San Francisco

1923-1988

Professor

On February 11, 1988, the scientific community lost a brilliant and creative investigator, and many of us lost a personal friend of many years. Jim Felts was born and raised in Texas, where he received his early schooling. In 1948 he received an A.B. degree in the field of physiology from the University of California, Berkeley. He went on to receive a Ph.D. degree in 1955, also in physiology and biochemistry, under the late Dr. I.L. Chaikoff. Edward Masoro, Professor and Chairman of Physiology, the University of Texas at San Antonio was a classmate of Dr. Felts at Berkeley. He writes, "Dr. Felts was a totally idealistic young man in regards to human rights and the important role of science for the betterment of mankind." Dr. Masoro further states, "Although compassion for most human beings was his strong point, he was not able to tolerate even a hint of less than total honesty in his scientific behavior."

In 1955, Felts moved to Tufts Medical School in Boston as Assistant Professor of Physiology, where he remained until 1958. He then joined the Department of Physiology as Associate Research Physiologist in the Cardiovascular Research Institute at UCSF. He was awarded an associate professorship in physiology in 1963, and five years later he became Professor of Physiology. In 1969 he moved to the Banting and Best Department of Medical Research of Toronto. In 1972, he was recruited back to UCSF as Professor of Physiology, Consultant in the Cardiovascular Research Institute, and Chief of the Lipid Research Laboratory at the Veterans Administration Medical Center, a teaching hospital for UCSF.

Felts published 130 original articles, all in the general field of metabolism. Over the past 25 years, his research was largely focused on the synthesis and processing of plasma lipoproteins. He was particularly

— 60 —

interested in the metabolism of chylomicrons, a field in which he emerged as a leader. He and his colleagues wrote extensively on a glycosaminoglycan activator for lipoprotein lipase in human plasma. Felts also was one of the pioneers in the use of the isolated, perfused liver preparation in studying lipoprotein processing, particularly in studying factors involved in the clearance of chylomicron remnants.

In addition to being an internationally recognized expert in the field of lipid metabolism, Felts was a highly compassionate individual and had great concern for those who, largely through no fault of their own, were down on their luck and needed support. Few people knew of his extraordinary efforts to help the downtrodden, drug abusers, alcoholics and others to regain their respect and self-esteem and to change their destructive lifestyles.

Throughout his many years in science, Jim gained numerous friends. Again turning to a sentence written about him by Edward Masoro: "He continued to maintain the guiding principles of his youth--helping others to obtain their full capacities, as scientists and human beings. His work was always of impeccable quality. His contributions to biomedical science were significant. It was a privilege to have known Jim for 40 years, and I miss him greatly."

A postdoctoral fellow for several years with Jim, Larry Rudell, Professor of Comparative Medicine in Biochemistry at Bowman Gray, writes, "He had the simple common sense approach to preparation of a manuscript, and he was direct and to the point. My experience with Jim was a positive one and I considered him a valued friend and colleague. I think that he had a positive influence on almost all with whom he came in contact." Thomas Wayne Jr., a Clinical Professor of Medicine at the University of Kentucky who trained under Felts writes, "Jim Felts was a scientific and professional inspiration to me as well as a close personal friend to me and my wife Jeanie. He was a person and a scientist of the highest integrity and one of those few people I can admire in my life as always demanding excellence. He was an excellent teacher and one who cared deeply about his students and their welfare and advancement."

Kenneth Gould Jr., Medical Director for Exxon Company, U.S.A., received his Ph.D. degree under Felts. Ken writes, "It is reasonable to indicate the power of his intellectual interest and his ability to transmit his enthusiasm in a precise and scientific way to stimulate an unusual reaction to want to be a part of the fascination of the study of lung metabolism." Under Jim's guidance, Ken was the first to develop a technique to isolate individual lung cells. Peter Mays of the Royal Veterinary College of London writes, "I was privileged to

collaborate with Jim on three sabbaticals. Jim was always a perennial optimist and he was never short of an idea, even about the most long-standing problems, and this inspired all who worked with him to do likewise and give it their best. The harmonic and mutual respect which highlighted our relationship and our belief in the physiological approach to biochemical problems enabled us to produce several notable advances." In fact, it should be noted that it was through the cooperation with Peter Mays that the isolated perfused liver preparation was developed as a productive tool for the study of lipid metabolism. Peter goes on in writing about Jim, "He has certainly been the most important influence in shaping my own career, for which I will always be indebted."

Finally, I must count myself among Jim's many friends. My 25-year association with him included some of the most pleasant experiences of my life, both scientifically and socially. Through his influence, perhaps more than that of anyone else, I became interested in lipid metabolism--an interest that I maintain to this day. We all miss him greatly.

Albert L. Jones

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X. Mildred Ilene Litton

Married, Sept. 17, 1917, Lampasas, Texas

Amos Martin Felts

a. Born: Mar. 5, 1894
Elgin, Tex., attended
College of Industrial
Arts, Denton, Tex.,
past Pres. Christian
Woman's Fellowship,
Central Christian Church,
Austin Woman's Club,
Tri-L (Lion's Club Aux-
iliary).

a. Born: May 18, 1886 - 1952
near Melburn, Ark. Came to
Belton, Tex. in 1910. Lived
with uncle. Graduated Uni-
versity of Tex. Law School -
member Masonic Lodge - Ben
Hur Shrine - State Bar -
American Bar, Pres. Lions'
Club - member Christian
Church. Moved to Austin 1927.

(1) The children:

James Martin Felts, b. March 11, 1923; educated in Austin public schools; graduated 1940. Attended University of Texas short time before going into Air Force Medical Corps, World War II. Attended University of California at Berkeley; received B.A. 1948 and Ph.D. in 1955 (Physiology and Biochemistry). Member Sigma Xi. Instructor in Physiology at Tufts Medical School, Boston 1955 to 1959. Associate Prof. of Physiology and member of the Cardiovascular Research Institute at Univ. of Calif. Medical School, San Francisco, 1959 to present. Member of the American Physiological Society, the Canadian Physiological Society and the Canadian Biochemical Society. On editorial board of the Journal of Lipid Research. Sabbatical 1965 to 1966 spent at the University of London, London, England.

(2) Amos Daniel Felts, b. May 28, 1927, Austin, Texas. Education: Graduate BBA, LLB, University of Texas, Austin, Texas. Occupation: Attorney. Honor Societies: Delta Theta Phi, University of Texas. Military Service: Naval Air, 1944 to 1946. Married: March 3, 1947, to Gloria Lillian Holder, b. July 4, 1929, Los Angeles, Calif., education - attended Univ. of Texas.

Children:

a. Gloria Jan Felts, b. July 26, 1949.
b. Carol Sue Felts, b. March 3, 1954.
c. Amos Daniel Felts, b. May 7, 1957.

Biography of John Moss

John Arthur Moss was born May 18, 1920 to John Hamett Moss and Jewel Land Moss. He spent his early years in Hearne, Tx before moving with his family to San Antonio. John graduated from high school in San Antonio and studied at Texas A & M University. It was during this time that he met and married Margaret.

When WWII came along, John volunteered and was accepted for service on PT boats. However, the Navy needed his accounting talents. The Naval Department sent John to Chicago, where he did cost auditing for projects like the A-bomb research at the University of Chicago, and at Motorola Corporation for the instruments that brought B-29s back to base when they had dropped their payload. He also did cost auditing for several other corporations within the Chicago area that had Naval contracts such as the Elgin Watch Company, which created the timers for the torpedoes carried on U.S. submarines.

After the war, his young family moved to San Angelo, where John opened an accounting practice (he was a CPA for over 60 years). With an investment group, he designed a project known as the "San Angelo Plan." He designed blueprints for homes that could be constructed and built for \$3,000. These homes were built all over the country and internationally during the post-war building boom. When the great drought of the 1950's hit west Texas, the Moss family made their move to Austin. Around 1958, John became president of Republic Acceptance Corporation, and was traveling so extensively that he bought and learned how to fly his first airplane. His first cross-country solo flight was from Austin to Canada. In the mid-60s, John purchased the new development of Lago Vista on Lake Travis. He developed the project for a number of years until he sold it to National Homes Corporation of Indiana.

In 1977, John was overseeing a franchise chain of retail food stores in Texas when he realized that an accounting system using microcomputers

could improve the operation. At the time, the general accounting for Moss's operation was sent to an outside accounting firm that used mainframes. The time required to get the information to and from the accounting firm caused some of the smaller stores in Moss's chain to fall behind. They couldn't react fast enough to the changing market scene.

In the early 80's, personal computers were just beginning to be bought by businesses. Moss, who had seen Radio Shack's TRS-80 Model I, realized that microcomputers could offer the individual accountant a way to manipulate financial data quickly and easily. He envisioned a system similar to but scaled down from what the big accounting firms used. Also, John was disenchanted with the over-technical accounting software available at that time. He decided that he could create an accounting program for personal computers better than anything on the market. This was before Microsoft, so every brand of computer had its own operating system.

Around 1979, John founded BPI Inc. to create accounting software for the personal computing market. IBM soon became interested in BPI's software. The IBM PC was not on the market yet and was a closely-held secret. IBM sent BPI five of the first PCs off of the assembly line in disguised boxes accompanied by armed guards, and an agreement was made for BPI to create IBM's business software. Soon, BPI's accounting software was also being licensed to Apple, Commodore, and others.

In 1982, BPI was barely three years old and was already one of the nation's largest suppliers of accounting software for microcomputers. In its short history, BPI delivered more than 50,000 accounting software packages. It went public that year, becoming the first computer software manufacturer to go public in the United States and was one of the youngest publicly-held companies in Austin business history. John's search for better accounting software had led to an unprecedented national success.

John later retired from BPI, and commissioned a yacht that was based at Rockport and featured in Yachting Magazine. After crossing the Gulf of Mexico, the boat was permanently berthed at the Ocean Reef Club in Florida.

In 1990, he and Margaret began their last and greatest project together, restoration of the historic home Sweetbrush. Margaret and John particularly enjoyed opening their home on many occasions for various philanthropic and civic events. Margaret had once opined that she and John were "merely the stewards of Sweetbrush," and thus sought to share their treasured home with the greater Austin community. The many family gatherings at Sweetbrush, including numerous birthdays and Thanksgiving and Christmas celebrations, are fond memories for their family to this day.

John Moss died on May 25, 2012 in Austin.

Biography of Kathleen Margaret Moss

Kathleen Margaret Moss was born August 29, 1919 in San Antonio, Texas. Margaret met John A. Moss on a blind date, and after a whirlwind courtship, eloped to Seguin, Texas where they married when they were both 18 years old. While John served in the navy during WWII, Margaret and their 3 year old daughter spent the war years in Dilley, Texas with family. When John left for the navy, Margaret was pregnant with their son, who John would not get to meet for 2 ½ years. After the war, Margaret and John spent some time in Dallas, where their third child was born, and then settled in San Angelo, Texas. While in San Angelo, Margaret was president of the Junior League, played

the piano with the Philharmonic Society, and was very active in community affairs.

In 1955, the Moss family moved to Austin, and Margaret was again immersed in her new community. She was president of many PTAs and scout troops in which her children were involved. She again took an active role in the Junior League. Margaret was a founding member of the docents of the Laguna Gloria Art Museum, was chairman of the art docents of the University of Texas Art Museum, and was president of Planned Parenthood for 3 years. She was also a member of the Art Guild and the Women's Forum.

When the historic home "Sweetbrush" became available, Margaret and John bought it. They worked with architect Stephen Kubenka and used the original drawings by Abner Cook to restore parts of the home to their original intent. Margaret also improved the gardens and replaced many missing trees. Margaret and John opened "Sweetbrush" to the Heritage Society and other charitable organizations.

Margaret was the embodiment of the Southern lady. She was married to John Moss for 67 years, and died March 29, 2005 in Austin.

Biography of Margaret Moss Moore

Margaret was born in 1941 and graduated from Austin High. She received her undergraduate degree and her Masters of Art from Rice University, and her PhD from the University of Texas.

Dr. Moore's career took her to the University of Chicago where she was editor of The Journal of Modern History.

Margaret is married to Dr. Taft Moore and they live in Grand Junction, Colorado.

Biography of John A. Moss, Jr.

John was born September 22, 1944 in a farm house in Dilley, Texas. He attended school in San Angelo through the 5th grade, at which time his family moved to Austin. John graduated from Austin High, where he was president of the Student Council, elected "Most Likely To Succeed," was second in state track and a member of the National Honor Society. John then received two degrees from Rice University and became a CPA.

John joined Haskins and Sells, CPAs in 1968. He owned and operated an apartment project, was a partner in Gulf Crane Co., president of Albert Equipment, and owned Courtesy Chevrolet and Courtesy Honda in Muskogee, OK.

John married Pebble Stone in 1967 and they have one daughter and three granddaughters.

Biography of Ann Moss Pieratt

Ann Elizabeth Moss Pieratt was born in 1948 in [Dallas, Texas](#). In 1954 the family moved to Austin and in 1955 her parents purchased the house on Woodlawn from Mrs. Amos Felts. Growing up on Woodlawn gave Ann a

strong sense of place. She met her best friend, Debbie Scott, on Woodlawn. Debbie would eventually be godmother to Ann's oldest son Will. As a child Ann used her bicycle to thoroughly explore Pease Park and the trail. She enjoyed beautiful old blue hole, past 29th Street, and the spring by the 29th street bridge that had such cold, sweet water.

Ann graduated from UT with an Education degree. In 1982 John and Ann were married on the terrace of the house on Woodlawn. Ann taught school until she had her oldest son. In 1990 they moved into the house when her parents bought and restored the historic home Sweetbrush. The next years were taken up with raising the three boys. Ann and John, who have been married 35 years, have recently become involved in historic preservation in John's hometown of Giddings. They restored *The Sinks House*, built in the 1880's, which has been awarded a state historical medallion. They are currently preserving another home in Giddings, one built in 1874.

Biography of John David Pieratt

John Pieratt was born in 1947 in LaGrange, Texas. John's family history goes back many years. His mother's family had the first child born in Lee County. She was a charter member and president of the Lee County Historical Society, Giddings Study Club and many other local social clubs.

John attended the University of Houston on a football scholarship and received his BBA in 1970. John received his law degree from the South Texas College of Law in 1974.

John was the assistant general counsel for LCRA until 1977 when he became managing attorney for the Lone Star Gas Company/ENSERCH Corporation. He continued his work there until 1986 when he went into private practice.

John was a founding director of Texas Lyceum, a group that identifies and develops the next generation of top leadership in the State of Texas. John was also the former president of the Young Men's Business League, along with many other community positions. Additionally, he helped his eldest son form

the Constitutional Rights Center of Texas, which aids in the protection of the underprivileged.

Biography of John Moss (J.) Pieratt

J. Pieratt was born September 29, 1983 in Austin and graduated from Austin High before enrolling in the University of Texas, where he received his B.A. in 2006. J. received his law degree from SMU in 2010. J. is president of the Moss Pieratt Foundation as well as president of Generation Waller, a dedicated group of young leaders championing the future of Waller Creek. He serves on the Darrell K Royal Research Fund Legacy Council and the Real Estate Council of Austin. He is also a member of the Urban Land Institute.

Biography of Robert Wilson "Rob" Pieratt

Rob was born July 1, 1985 and graduated from Austin High in 2004. He received his undergraduate degree from Colorado State University in 2008 before enrolling in Oklahoma State University, where he received his Doctor of Veterinary Medicine in 2014. Rob has his veterinary practice in Houston.

Biography of William Pieratt Demond

Will was born on August 14, 1977 in Austin, Texas and is a graduate of Austin High School. After graduation, he matriculated to Furman University in Greenville, South Carolina and completed study abroad programs in Shanghai, Kansai (Japan), the Middle East, and Italy. He graduated with a Bachelors of Arts in Asian Studies, spent a year in Beijing, returned to Texas, and worked as a China researcher for Governor Perry's Secretary of State, the Honorable Geoffrey S. Connor.

Will received his law degree (with a concentration in international and comparative law) and a Masters of Arts in Diplomacy and International Relations from Seton Hall University.

He opened a law firm with Secretary Connor in 2008 where he practiced for 3 years before establishing the firm of Demond & Hassan.



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JOHN MOSS

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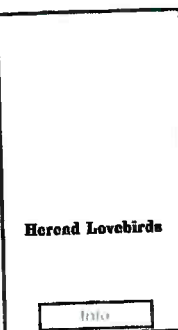


John Arthur Moss John Arthur Moss, 92, a true individualist, went home to the Lord and his beloved wife Margaret on Friday May 25, 2012. He is remembered by those who loved him as a devoted husband, father, grandfather, great-grandfather, and friend. John and his wife of 67 years, Kathleen Margaret Moss, met on a blind date. After a whirlwind courtship, the two eloped to Seguin, Texas and were married when they were just 18 years of age. John remarked that Margaret was a once-in-a-lifetime woman whom he refused to let slip away. When World War II came along, John joined the Navy while his pregnant wife and 3 year old daughter Margaret lived in Dilley, Texas with family. Their second child, John Moss Jr., was born in Dilley during the war. John had volunteered and was accepted for service on PT Boats; however, the Navy needed his accounting talents. The Navy Department sent John to Chicago, where he did cost auditing for projects like the A-bomb research at the University of Chicago, and at Motorola Corporation for the instruments that brought B-29s back to base when they had dropped their payload. He also did cost auditing for several other corporations within the Chicago area that had Naval contracts such as the Elgin Watch Company, which created the timers for the torpedoes carried on U.S. submarines. After the war, John and Margaret were reunited and moved to Dallas for a period of time, where they would have their third child Ann. John qualified to get his public accounting certificate, which he held for over 60 years. The young family moved to San Angelo, where John opened an accounting practice. With an investment group, he designed a project known as the "San Angelo Plan." He designed blueprints for homes that could be constructed and built for \$3,000. These homes were built all over the country and internationally during the post-war building boom. When the great drought of the 1950's hit West Texas, the Moss family made their final move to Austin. John became president of Republic Acceptance Corporation, and was traveling so extensively that he bought and learned how to fly his first airplane. His first cross-country solo flight was from Austin to Canada. In the mid-60s, John purchased the new development of Lago Vista on Lake Travis. He developed the project for a number of years until he sold it to National Homes Corporation of Indiana. In the early 80's, personal computers were just beginning to be bought by businessmen. John was not pleased with the accounting software available. He decided that he could create an accounting program for personal computers better than anything on the market. This was before Microsoft, so every brand of computer had its own operating system. John founded BPI Inc. to create accounting software for the personal computing market. Soon, BPI's accounting software was being licensed to Apple, Commodore, and others. IBM soon became interested in BPI's software. The IBM PC was not on the market yet and was a closely-held secret. IBM sent to BPI five of the first PCs off of the assembly line in disguised boxes accompanied by armed guards, and an agreement was made for BPI to create

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Funeral Etiquette

Expert advice: what do and say when someone dies.

IBMs business software. In 1982, BPI went public, becoming the first computer software manufacturer to go public in the United States. John's search for better accounting software had led to an unprecedented national success. John then retired from BPI, and commissioned a yacht that was based at Rockport and featured in Yachting Magazine. After crossing the Gulf of Mexico, the boat was permanently berthed at the Ocean Reef Club in Florida. In 1990, he and Margaret began their last and greatest project together; restoration of the historic home Sweetbrush. Margaret and John particularly enjoyed opening their home on many occasions for various philanthropic and civic events. Margaret had once opined that she and John were "merely the stewards of Sweetbrush," and thus sought to share their treasured home with the greater Austin community. The many family gatherings at Sweetbrush, including numerous birthdays, Thanksgiving and Christmas celebrations are fond memories of their family to this day. John is preceded in death by his beloved wife Margaret, with whom he shared 67 wonderful years. He is survived by his three children and their spouses: Dr. Margaret and Dr. Taft Moore of Grand Junction, Colorado; John and Pebble Moss of Tulsa, Oklahoma; Ann and John Pieratt of Austin, Texas. He is also survived by his beloved grandchildren and their spouses: Cindy and John McCarthy of Louisville, Kentucky; William Pieratt Demond of Austin, Texas; John Moss Pieratt and his wife Jessica of Houston, Texas; Robert Wilson Pieratt and his wife Kathleen of Stillwater, Oklahoma. He is also survived by his adored great-granddaughters: Austin Kennedy McCarthy, Margaret Eloise McCarthy, and Charlotte Jane McCarthy of Louisville, Kentucky. He is also survived by his two sisters, Frances McGraw of Dallas, Texas and Doris Ann Spell of Jackson, Mississippi. Burial was held at Oakwood Cemetery on Sunday, May 27th 2012, in a private graveside service. Pallbearers will be his son, John Moss Jr., sons-in-law John D. Pieratt and Dr. Taft Moore, grandsons William Pieratt Demond, John Moss Pieratt, Robert Wilson Pieratt, grandson-in-law John McCarthy, and Robert W. Jenkins, Jr. Memorial contributions may be made to the Christopher House at 2820 East Martin Luther King Boulevard, Austin, Texas 78702. Obituary and memorial guestbook available online at www.wcfish.com

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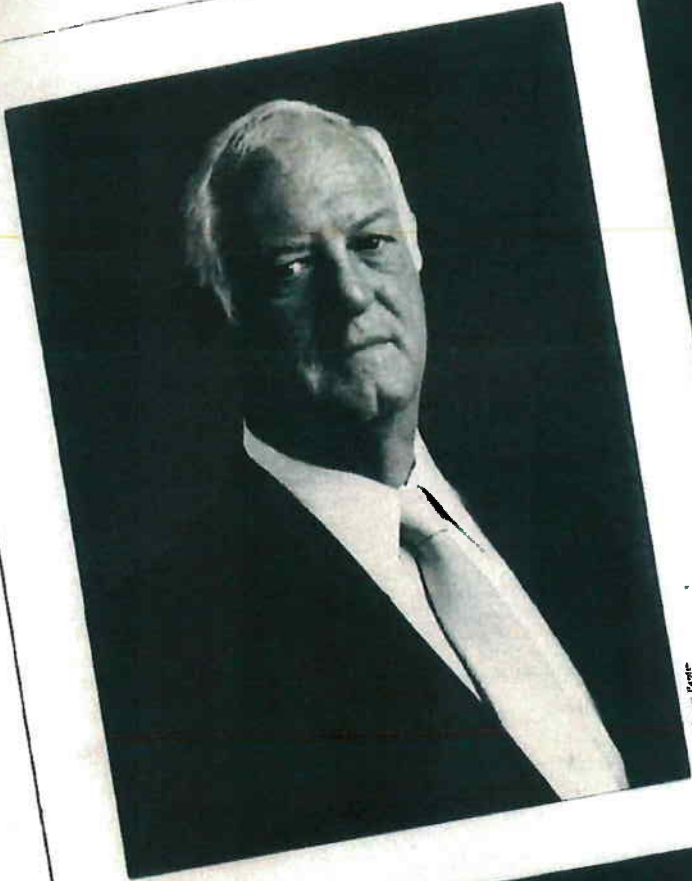
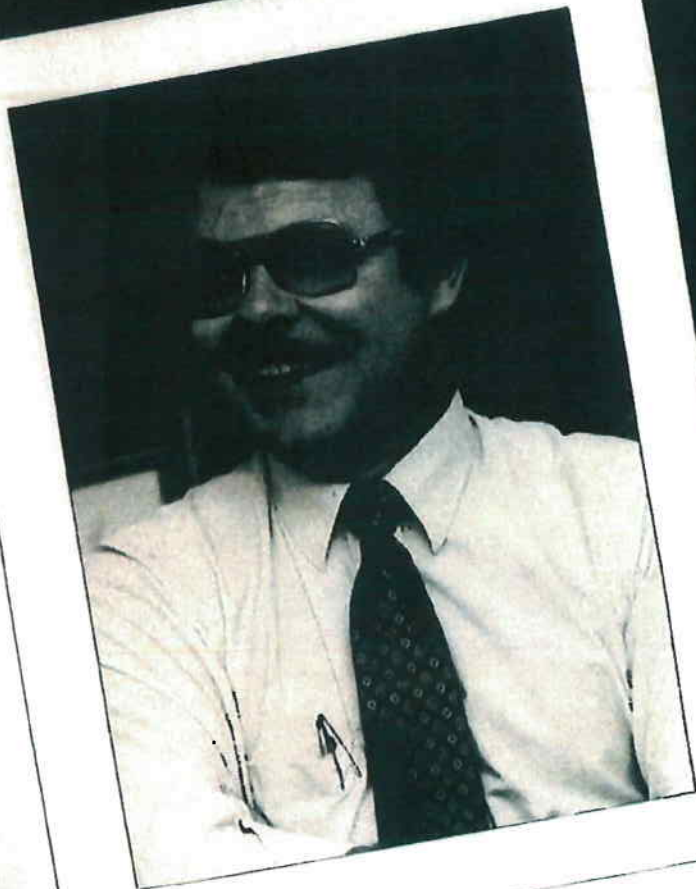
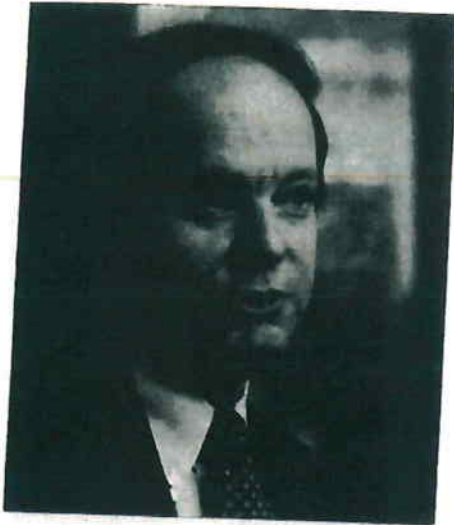


Photo by Thomas Porter



An IBM Original

by David Hunter



Photos by Zach Ryd

EXEC BPI SYSTEMS

When the Apple II first appeared in 1977, Apple cofounder Steve Jobs made an analogy between the automobile and the personal computer. He predicted that the personal computer would be put to many uses as yet unimagined, just as cars have been put to uses that turn-of-the-century automakers couldn't foresee.

Practically every day, Jobs's forecast is proven accurate. Who could have imagined seven years ago that personal computers would be used for controlling the environment of a house, creating music, designing everything from ultralights to solar-heated dwellings, and helping the handicapped? Who could have imagined that the personal computer would play an integral part in the running of tens of thousands of small businesses.

When they first appeared, automobiles were by themselves a promising technology, but without good roads they couldn't have competed with horses or even a physically fit individual. Software is to computers what roads are to cars. The usefulness of the IBM Personal Computer and its ilk depends on smooth, well designed routes that lead to a desired goal.

Paving the Way. IBM has attracted some of the most innovative and expert road builders in the personal computer world. Some of these master paviors work directly for IBM, but by far the majority are independent, strong-spirited individuals or groups that have adopted the IBM Personal Computer as the informational tool of today and tomorrow. IBM has been lucky and so have the rest of us.

BPI Systems of Austin, Texas, is one of these master paviors. By last count, upward of one hundred thousand microcomputer systems are equipped with one or more of BPI's accounting software packages. BPI is a remarkable success story that begins, like so many others, with a small, tight-knit group of entrepreneurs and their recognition that a personal computer needs a good road.

John Moss, chairman of the board at BPI, is semiretired nowadays, not taking part in the day-to-day activities of running the company. An accountant by trade, Moss spent thirty years of his life owning and operating small businesses. It was his energy and business instincts that got BPI started in the late seventies and steered the company onto its continuing course of success.

In 1977, Moss was overseeing a franchise chain of retail food stores in the state of Texas when he realized that an accounting system using microcomputers could improve the operation. At the time, the general accounting for Moss's operation was sent to an outside accounting firm that used mainframes.

The time required to get the information to and from the accounting firm caused some of the smaller stores in Moss's chain to fall behind. They couldn't react fast enough to the changing market scene. Moss, who had seen Radio Shack's TRS-80 Model I, realized that microcomputers could offer the individual accountant a way to manipulate financial data quickly and easily. He envisioned a system similar to but scaled down from what the big accounting firms used.

This page (top to bottom): Jerry Greifer, comptroller and assistant secretary; Ann Oppenlander, BPI's vice president of customer service and documentation. Opposite page (clockwise from upper left): John Moss, cofounder and chairman; Randy Ferguson, cofounder and president; Tom Meadows, senior vice president and secretary; Ken DeBower, cofounder and executive vice president.



Ferguson and Meadows conferring in BPI's Austin offices.

"John is not a programmer," says Randy Ferguson, BPI's president, "but he's a visionary who saw the potential of the microcomputer to help with these aspects of running a small business."

General DeBower. In 1978, Moss met Ken DeBower, a data processing professional with nearly eighteen years' experience. Moss hired DeBower to write a general ledger program for use in his retail food store chain. Working weekends, DeBower wrote the general ledger program on the Apple II and, aside from one major revision, the program has remained the same through the years and is used by tens of thousands of businesses.

Woe to the entrepreneur who misses an opportunity. Moss showed the general ledger program to a computer store dealer in Dallas and struck up a deal wherein he and DeBower would deliver five hundred systems over the course of five months. Moss wrote the user manual for the product, and the program became very popular with those who ran across it in those early days.

At the same time that Moss and DeBower were starting their modest accounting software business, a native Texan named Randy Ferguson was starting a similar scheme.

Ferguson, who was vice president of operations at the Austin National Bank, was trying to find an accounts receivable system for his twin brother's small business. Ferguson had spent five years in the data processing department at the Austin National Bank, working in sales. He also did a small amount of programming on Wang minicomputers.

Early in 1979, Ferguson wrote an accounts receivable program for his brother on the Apple II and was so impressed with the outcome that he decided to start selling it.

As fate would have it, Ferguson and Moss met in a Waco computer store when Ferguson went searching on his brother's behalf for a general ledger program. Ferguson found the program and his future business partners.

In the summer of 1979, Moss, DeBower, and Ferguson each put up a thousand dollars and formed BPI Systems. The company's initials stand for business, professional, and industrial, which are the

three main markets the trio decided to go after. The first general ledger programs started shipping in July 1979, and BPI was off and running.

Good News Travels Fast. From the start, the company seemed destined for success. Within half a year of having formed BPI, DeBower and Ferguson quit their regular jobs to devote all their time and energy to the company. Their first two products were well received and, despite the lack of a firm distribution network, the good word about BPI's products spread; it spread all the way to the heights of Mount Olympus.

Both Commodore and Atari were impressed with BPI's accounting software and struck up mass purchase deals in 1980. In those early days, BPI hit upon a good scheme that circumvented the dearth of distributors—sell programs en masse to computer manufacturers and let them handle the distribution. By 1980, small business applications and microcomputers seemed a perfect marriage. The personal computer manufacturers saw a way to sell more machines, and it's remarkable how many came knocking on BPI's door.

By mid 1980, BPI was shipping three to four hundred a month. The company was run entirely by Moss, DeBower, Ferguson, and Moss's wife Margaret. In November of that year, the company hired its first salaried employee.

One of the biggest milestones in the company's history came when Apple Computer inquired about distributing BPI's accounting software for the Apple II. A deal was struck in short order and BPI started shipping thousands of products a month.

The story of how BPI came to an agreement with IBM to provide five accounting packages for the IBM Personal Computer makes for a good folk tale to tell around the corporate campfire.

IBM first contacted BPI in February 1981 and said it was interested in reviewing the company's product line. Big Blue's representatives didn't say why, and would not accept copies of BPI's accounting products without paying for them. They also made BPI sign a nondisclosure agreement, which for three years kept the software company from acknowledging that the meeting had taken place.

A Little Secret. Through innuendoes dropped during the meeting and a little imagination, Moss, Ferguson, and DeBower gathered that IBM was about to enter the microcomputer market. Ferguson says that between the months of March and May the two companies went through a "kind of mating dance."

"In May, IBM asked for a complete proposal," says Ferguson, "but we didn't know enough about the machine. We didn't know what the language would be. We found out it might be Basic, but not necessarily CP/M. We did know it would be like CP/M."

IBM drew up a proposal that had a delivery date that Ferguson says BPI found "impossible to meet."

During these early negotiations, IBM had been sending paperwork and various memos to BPI, insisting that the company keep them in a locked filing cabinet in a special safe. Remember, this was still several months before IBM officially announced the Personal Computer. The need for secrecy notwithstanding, the folks at BPI got a little nervous.

"IBM would not move from its proposed delivery date, and we had no choice either," says Ferguson. "We bundled all the information in the safe together and sent it back to Boca Raton by Federal Express. It was no use kidding each other."

"The next morning IBM called back very surprised, but they still really wanted BPI's program for their new machine. They came to Austin the following Monday with attorneys and contract negotiators. We worked two days on that contract, and it's been a great agreement ever since."

In June 1981, IBM sent BPI four pcs and a security guard. "They bought five first-class seats on a plane," says Ferguson. "The guard couldn't let the boxes leave his sight."

softalk

Tile Tales. There were even more security measures needed when the machines got to BPI (ceiling tiles were taped down by the security guard so that no one in an adjoining office could break into the special space allotted for the pcs). Other than these elaborate precautions, Ferguson said that the agreement with IBM worked well. Any time information was needed or a problem was encountered, IBM would be on the phone to answer questions or they would send someone up to Austin on the next plane.

BPI agreed to provide five products to be marketed and distributed by IBM. The five are *General Accounting*, *Accounts Receivable*, *Payroll*, *Inventory Control*, and *Job Cost*. Ken DeBower headed up the development team to convert BPI's programs to the pc. DeBower describes the IBM pc as "a real dream to work on."

BPI's products hit the dealers' shelves in March 1982. Six months later, BPI had captured fifty percent of the market; it maintains a comparable market share to this day.

The mutually beneficial relationship between IBM and BPI relies on the particular strengths of the two companies. BPI produces the products, including packaging and documentation, and provides support, while IBM markets and distributes them. It's a relationship that both companies have been pleased with and hope will continue for some time.

BPI and IBM are of like mind. Recent estimates put the penetration of microcomputers into the potential small business market at five percent. And the size of the small business market is enormous. Ferguson calls it "the Fortune fourteen million." Any serious attempt to capture a large part of that market cannot be a half effort. Joining forces gives both parties a fighting chance and is often the most efficient use of available resources.

The OEM Connection. Until this year, BPI has operated for the most part like an OEM (original equipment manufacturer) supplier, shipping its prepacked accounting software to computer manufacturers, who then market and distribute it. The level of expertise—in documentation, support, packaging, and programming—demanded of BPI is no less than that demanded of a more maverick operation, which must attract distributors and dealers by the quality of the product and not by the fact that an IBM or Apple Computer has put its name on it.

Many factors go into making a successful software publishing firm like BPI. One vital ingredient is skilled, creative people. Once the business began to take off, BPI was fortunate enough to attract a number of talented individuals.

Ann Oppenlander, BPI's vice president of customer support and documentation, joined the company in January 1981. Oppenlander, who has a Ph.D. in English, brought to the firm considerable experience in documentation writing. Prior to joining BPI she'd worked at NCR, programming business applications on DEC mainframes, and had spent two years as manager of Texas Instruments' publications department.

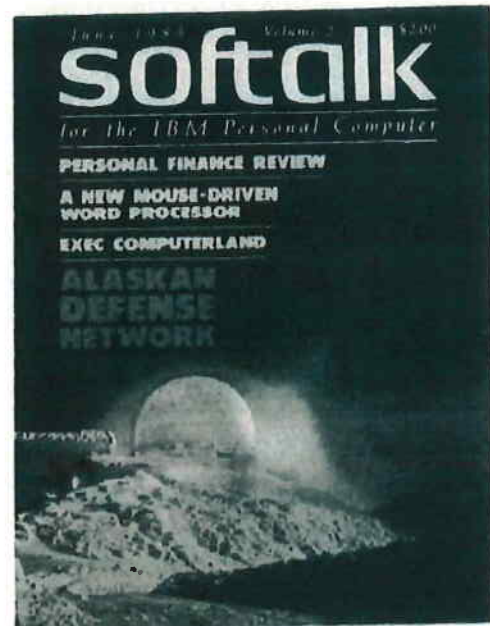
When she saw BPI's products, Oppenlander was impressed and accepted Moss's offer to join the young company. She started on the telephone, answering the customer support calls and learning the "audience," which she says was quite different from what she was used to at TI.

"At Texas Instruments, we were writing manuals for programmers. Here was a challenge to make them understandable to every people."

Both Ferguson and Oppenlander are convinced that a clear, concise, understandable manual is a critical aspect of putting out a successful software product for the personal computer market. "In this industry," says Ferguson, "it's a case of data processing products being produced by data processing people for non-data-processing users."

By having the dual responsibility of producing the manuals and

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users are responding to BPI's products on a daily basis. The company regularly receives between five thousand and six thousand calls a month, and a careful tally is kept of the nature of the calls.

Master of Operations. BPI's vice president of operations, Larry Pickel, joined the company early in 1981. He spent nine years with the Austin National Bank in a number of diverse positions, including operations and data processing. For a while, he worked with Ferguson at the bank, and that previous association helped land him the job at BPI.

Pickel refers to his basic responsibilities as making sure "the ox gets out of the ditch." He oversees the product management and administration of BPI. He has two adept managers working under him, one in charge of production and one in charge of administration.

Pickel, like so many others in the microcomputer software industry, left a good, solid job for the uncertainty (and excitement) of software publishing—and is glad he did.

"Where I'm going I can't tell you," he says. "But it took something to make me leave an officer's chair at the bank to come here. All of us, Ken, Randy, Ann, are not just here to make a quick profit. We're here for the long haul."

Gerald I. Greifer is BPI's comptroller and assistant secretary. A CPA by profession, Greifer comes from the world of New York City high finance, where he was with Peat, Marwick, and Mitchell, one of the largest accounting firms in the world.

In the spring of 1981, Greifer helped Moss and Ferguson on BPI's Payroll package update as a private consultant. With his knowledge and experience, Greifer has been invaluable to the development of BPI's products. He joined BPI fulltime in November 1981.

Greifer believes that BPI's potential for growth is "unlimited, if

we do the right things. This is a small company by New York standards, but it's not disorganized. They say that large companies have meetings too often and that small companies don't meet often enough. Large companies can get very political in their structure. BPI is the perfect world for me."

Accounting Triumvirate. With Moss not in the office on a day-to-day basis, the three top execs that hold the reins at BPI are Ferguson, DeBower, and Thomas Meadows.

DeBower attended the University of Nebraska and discovered computers in the early sixties. He's worked as a programmer at Texas Instruments and Radian Corporation, an environmental and energy consulting firm. The only bonus he ever got at Radian spent in one afternoon on an Apple II. He saw the personal computer as his ticket to greater things.

As BPI's executive vice president, DeBower spends a lot of time helping to move BPI's programs over to other microcomputers. I see computer hardware getting smaller and faster in the future. "Computers are still almost a toy, kind of backward. The microcomputer industry is heading toward machines with minicomputer-like performance and capabilities for multiple users."

BPI's senior vice president and secretary, Thomas Meadows came from IBM, where he held various marketing and management positions. After leaving Big Blue, he had his own consulting firm. Little over a year ago, he came to BPI.

Meadows is a confident and likable marketer who spends a lot of his time on the road, spreading the word about BPI's products. His job is of paramount importance, because the basic strategy BPI is changing.

Last year, BPI was totally an OEM supplier, but this year the company is trying something new. Ferguson says the company is moving into selected vertical markets on its own and that this type of marketing will account for 40 percent of the company's products in 1983.

Streets of Financial Fire. In June 1982, BPI made a public stock offering, and a little over a month ago the company had its first annual stockholders' meeting. For the fiscal year ending March 31, 1983, BPI reported total revenues of a little more than \$6 million and net earnings of \$1.5 million. Three years earlier, those figures were seventy thousand and twenty-five hundred dollars respectively.

The company has grown in three years from a half dozen or fewer employees to around one hundred twenty. BPI occupies several buildings within a mile of each other off Guadalupe, Austin's main drag, just up the street from the University of Texas. BPI has purchased land and is constructing its own building, which the company hopes to occupy by the end of 1984.

Austin, as it turns out, is a good location for a high-tech company. The University of Texas regularly turns out a large crop of bright and eager graduates in computer science and engineering. There are also several large computer firms in the area, such as Texas Instruments and Intel. Most recently, MCC (Microelectronics and Computer Technology Corporation), a research corporation founded by a consortium of American computer firms, moved into the area.

BPI serves nine main clients as an OEM supplier. The nine are Apple, Atari, Commodore, DEC, Hewlett-Packard, IBM, NEC, and Texas Instruments.

"We view ourselves as an extension of the hardware manufacturer's organization," says Meadows. "Each of the nine is different. Yet we have the ability to adapt and do things their way."

With new directions, a solid working relationship with the big name microcomputer manufacturers, and a competent professional staff, BPI is a vital force in the world of financial ware. Ferguson believes the company has managed to bring together three professions—journalism, accounting, and programming—in an effective triumvirate.

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OCTOBER 1982

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Sung Kwak: Austin's Talented, New Maestro

SOFTWARE SUCCESSSES

The innovative ideas of these Austin-based companies have put the city in the forefront of computer programming and design.

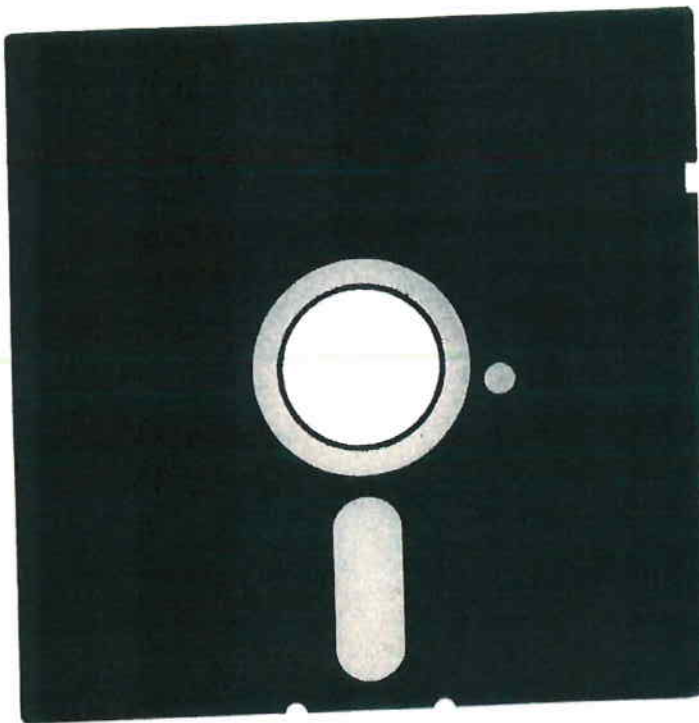
by Jim Jones

Computer software has given a brand-new vocabulary to Austin's business community. Along with traditional terms like current ratio and accounts receivable, local bankers, security dealers, and others are using words like reentrant, subroutine, and overlay. Austin's computer software industry is booming and the money people know it.

Software systems—the instructional programs that drive computers—make up one of the fastest growing segments of present-day U.S. industry. And in the past decade, the software industry has carved a solid niche in the Austin business scene.

In 1972, Austin's Yellow Pages did not list a category for programming or software. Today, the Computer Programming Service heading lists 60 firm names. From a standing start only ten years ago, Austin's computer software industry has achieved a position of international recognition for its leadership in the field. Today, Austin-developed software products are currently in use in every major country in the world.

Austin's software firms group into three tiers. At the top are several



major firms with broad national and international markets. Four Austin companies, in particular, have garnered international reputations for their innovative systems. Next are the medium-sized firms, usually selling both software and hardware to Austin-area users. At the bottom, as in any industry, are the "new starts," hoping for the meteoric success found by leaders in the field.

BPI Systems

Such a success story is BPI Systems. Tucked away in a modest office building at 35th and Guadalupe, BPI is one of the most exciting

computer-age firms in the Southwest. Although BPI is a scant three years old, it is already one of the nation's largest suppliers of accounting software for microcomputer use. In its short history, BPI has delivered more than 50,000 accounting software packages. It reported sales over \$4 million in the last fiscal year. And in June, BPI went public in a highly-successful stock underwriting, making it one of the youngest publicly-held companies in Austin business history.

BPI President John Moss is a businessman first. Only after that is clearly understood does

he admit to some knowledge of how computers work. He is a licensed public accountant with a successful history in finance, real estate development, construction, and real estate operations.

Years ago, he became disenchanted by the over-technical approach used in most business software. So he developed his own. And when he joined with Computer Wizard Kenneth DeBower and Former Austin Banker Randy Ferguson in starting BPI, he laid down some software ground rules. Instead of trying to bend the businessman to fit the computer, John Moss

Computer Executives:

insisted that BPI software bend the computer to fit the businessman.

From the outset, BPI targeted its software on a huge market—the 15 million firms that make up the small-business segment of American commerce. Most such firms considered themselves too small to use computer-based accounting. Now, with low-cost microcomputers and easy-to-understand BPI accounting software, many small-business managers have discovered to their delight that a computer can make money for their firms.

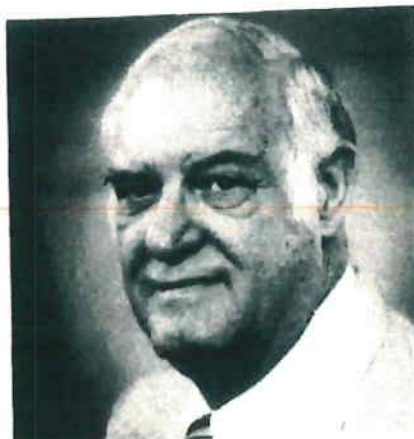
The other "right" decision was BPI's marketing strategy. Instead of trying to sell directly to users, BPI approached the microcomputer manufacturers. One of their first contacts was the then-fledgling Apple Computer, Inc., now the wunderkind of the microcomputer industry. Apple liked BPI's software. And the rest is history. Today BPI accounting software is running on microcomputers by Apple, Commodore, Atari, IBM, Digital Equipment, Hewlett-Packard, Sanyo, and N.E.C.—with more to come.

Continuum Company

At the other end of the market is The Continuum Company, supplier of large-scale software systems to the insurance industry worldwide. Continuum provides large-computer software for individual life, health, and annuity administration; agency sales; and group life and health management.

Continuum systems and services are used by major insurance firms throughout the U.S. and in Canada, Mexico, and the United Kingdom. A sales office has also been opened in Israel, anticipating business there.

Originally a splinter group from Tracor, Continuum was closely-held for several years. Then control was acquired by Baldwin-United Corporation, a financial services holding company. Negotiations are underway by Continuum Chairman and Chief Executive Officer Ronald Carroll and Baldwin-United for the formation of a new company to acquire Baldwin-United's interest in Continuum. If completed, the negotiations would return control of



BPI's John Moss



Continuum Corp's Ron Carroll



Execucom's Dr. Jerry Wagner



Intel's Betty Nirmi

Continuum to Carroll and other management employees of the company.

While several firms in the country sell specialized insurance software, none except Continuum covers the entire spectrum of the insurance industry's complex needs. The sales support software, for example, provides the detailed analyses and illustrations used in individual life insurance sales. If your agent has given you a life insurance proposal lately, chances are good that the examples therein were generated by Continuum software.

Auerbach Research, widely-accepted authorities in the computer and software field, assessed Continuum's package as "the system by which all other life and health insurance systems should be measured."

Execucom Systems Corporation

Near Continuum's Northwest Austin headquarters is the sparkling new facility of Execucom Systems Corporation, a national leader in Decision Support Systems (DSS):

The DSS concept is that a computer, with the right "user-oriented" software, can directly support a manager in making tough decisions. Execucom's founder and president, Dr. Jerry Wagner, is an international leader in the movement toward DSS. This reputation is based both on Dr. Wagner's personal contributions to the field and on the remarkably successful DSS software marketed by his company.

Execucom was spawned at the University of Texas in the mid-'70s by Dr. Wagner who headed the operations research program there. He recognized the usefulness of many computer-based problem-solving methods, and formed his firm to apply these to the real world of business.

Some of these methods had been around for years, but were too complex to use in a business environment. But the explosive growth of computer power changed all this. Today as many as 1,000 corporations and other organizations use Execucom's DSS tools in planning

and corporate decision-making.

Execucom's product family is built around IFPS, its Interactive Financial Planning System. IFPS allows a manager to work directly with the computer, without the intervention of programmers or other technical personnel.

IFPS and its companion software products provide a host of other computational tools for corporate planning needs, with emphasis on being easy for the manager himself to use. Industry acceptance of these products is evidenced by Execucom's startling growth to more than 300 employees, many of them high-level technical specialists, in just a few years.

Intel Corporation

Far out on Highway 183, at the edge of the TI complex, is the Austin operation of California-based Intel Corporation. Although the firm is out-of-state, the local operation and the company's best-known product are both thoroughly Austin. The product is System 2000, a data management software package which allows manipulation of large masses of information by users who

are not computer experts. Some 700 System 2000 packages are in use worldwide, making it one of the most-used data management systems in the industry.

The Austin operation of Intel is the result of a merger in 1979 between Intel and MRI Systems Corporation. Intel was (and is) a national leader in microcircuits. The data management expertise of MRI matched Intel's goal of applying microcircuit technology to data management. Now, in addition to System 2000 software, Intel is offering iDBP, a data base processor that does with electronic circuits what System 2000 does with programming instructions.

Another related microcircuit-based Intel product is the iTPS transaction processor, a system designed to speed the development of "transaction-oriented" data processing systems that make up the bulk of present-day computer applications.

The firm continues to pursue System 2000 applications energetically, with many of the MRI veterans still actively involved.

On the next tier are the dozens of suppliers serving smaller, mainly local markets. Typical of these smaller firms is Adaptive Technology, Inc., headed by Temple Native Bill Hunka. Hunka's background is typical of many in this segment of the industry. He was a programmer, systems analyst, sales representative, and sales manager before starting his firm in 1980. Like many, he is a "turnkey" vendor—he supplies computers, software, and supporting services required in a complete system installation.

He has specialized in systems for membership associations, designing custom software to fit each customer need. Among those currently using Hunka-developed systems are the National Guard Association and the Texas Association for Retarded Citizens.

Another middle-tier firm, Justice Information Management, Inc., serves a different specialized market—courts and attorneys. Jim Dunlap, company president, is an attorney and former court administrator. Like others in the software



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field, he chose his market because of his own background. The firm is currently installing court management systems in several Texas counties, including Comal, Grayson, Galveston, Williamson, and Ector.

A slightly different approach is

being taken by Ken Miller, president of Computer Resources. The firm was formed several years ago as a software development house. Initially, the company's software was designed for minicomputers. Then the microcomputer revolution loomed, and Miller acted. He re-

configured his firm to serve the complete spectrum of microcomputer users, from business to education to the home.

Maintaining his software capabilities, he also opened a retail and training facility in South Austin. Besides his retail customers, he serves several Central Texas school districts with computers, software, supplies, and training. He also sells turnkey systems ranging from group investment management to carpet dealer sales and inventory control, to summer camp management and accounting.

Miller was drawn into the business by the lure of entrepreneurship. After only a few years in this fast-moving business, he's considered a veteran. Recession notwithstanding, others like him launch new ventures almost daily. A software business can be started with little besides a pencil, a pad, and access to a computer terminal. And the dreams catalyzed by success stories like BPI's are a compelling motivator, despite the high mortality rate of such ventures.

Some analysts believe that the long-term future of the software industry is uncertain. Microprocessor companies like Intel are making rapid progress in replacing software with "firmware," microcircuitry that does the job with electrons instead of programming instructions. Some companies, including at least one Austin firm, are developing "code generators" that produce computer code from English-like instructions.

These and other developments lead some experts to the conclusion that the days of the conventional software firms are numbered. But the new-product plans of the Austin software community reflect an unbounded optimism in the future, with several dazzling new software products due on the marketplace soon.

That's why local book stores are having a run on computer dictionaries these days. The smart money seems to say that Austin's software industry is here to stay. And even though words like reentrant and subroutine, and overlay seemed strange at first, they're getting more familiar all the time.

After all, octane, crude, and fractionation were strange words not that long ago. ★



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FINANCIAL TREND

The Newsweekly of Southwestern Industry and Investments

Vol. 13 No. 43

Oct. 25-31, 1982.

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Round-up

By DUDLEY LYNCH

BOTH THE S.E.C. AND THE NEW MEXICO INSURANCE SUPERINTENDENT ARE INVESTIGATING ONE OF THE STATE'S HOME-BASED INSURANCE COMPANIES THAT IS HEAVILY OWNED BY PUBLIC SCHOOL ADMINISTRATORS: In fact, the president of New Mexico Investors Life Insurance Co. is Warren Nell, superintendent of schools at Artesia, N.M. Records on file in Santa Fe indicate that the finance director, federal program director, high school principal, a junior high principal and five other district employees at Artesia have purchased stock in the troubled company. A promotional letter mailed to prospective stock purchasers about a year ago said "educators and friends of educators" owned 53% of the company's stock. State insurance superintendent Vicenta Jasso has told Santa Fe and Albuquerque reporters that the company is suspected of "federal violations." President Nell has come under criticism for using an Arlington, Tex., employment agency owner as a consultant. The man is an experienced insurance



BPI'S PRESIDENT JOHN MOSS

conviction of conspiracy to defraud and interstate transportation of stolen securities. Earlier, in 1964, he entered a guilty plea to an S.E.C. charge of unwittingly violating regulations in selling a Colorado insurance company's stock and paid a \$10,000 fine. Nell has pointed a finger at Victor L. Wood of Albuquerque, founder of the company in 1976. Nell says he depended on Wood, who is now only a stockholder in the firm, for advice but saw the company lose \$63,470 last year in acting on it. But Wood says that Nell refused to follow his guidance.

ISSUES SURROUNDING ARKANSAS' CONTROVERSIAL 'AMENDMENT 60' ARE CONFUSING BUT THERE IS NO DOUBT BUT THAT THE STATE HAS THE MOST RESTRICTIVE INTEREST CEILINGS IN THE COUNTRY: In the Nov. 2 general election, the state's voters will be asked one more time to amend Section 13 of Article XIX of the state constitution. It reads, "All contracts for a greater rate of interest than 10 per centum per annum shall be void, as to principal and interest, and the General Assembly shall prohibit the same by law." If Amendment 60 passes, this proviso will be replaced by two ceilings. A fixed ceiling of 17% will be put in place for consumer loans and credit sales, such as loans for cars, appliances and home furnishings. Another ceiling which will float at not more than 5% above the federal discount rate of the Federal Reserve Board will be established for "general loans" like those for business and agriculture. (Currently, the discount rate is 9½%, down from its high of 14% in May 1981.) Backers of Amendment 60 like the Arkansas Credit Council say the 10% ceiling has made Arkansas "an isolated island of credit restrictions attempting to exist within a nation where

(Continued on page 5)

For BPI, Small Systems Are 'Go'

Three years ago, a trio of entrepreneurs teamed up to organize BPI Systems Inc. (OTC) and provide computer software for the nation's small business owners and managers. Today, their newly-public company is flourishing at its Austin, Texas headquarters, ambitious to follow microcomputer hardware into a multi-billion-dollar market.

Page 3

FINANCIAL TREND

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BPI Systems

(Continued from preceding page)

light came on" for Moss one day when he saw a Radio Shack advertisement of a Model 1 computer with a disk drive.

"He knew that in that random access, he could develop an accounting system that would run on a microcomputer," Meadows says.

But, while he knew he could design such a system, Moss didn't have the technological know-how to program the system, and for that he turned to Ken DeBower — then one of the head programmers for Radian Corp., an Austin-based environmental and energy consulting firm.

He contracted for DeBower to write a general ledger system that Moss could use to do the accounting at the convenience stores. Moss designed the system, and DeBower "wrote" it.

"It was all done from an accounting standpoint and from a business standpoint," says a BPI associate of Moss, "and when they got through, they started processing the convenience stores, and Moss could get a balance sheet each afternoon if he wanted one."

"Then," added the associate, "after they had done that, John (Moss) realized there was nothing like that in the marketplace."

"It was originally rigged on an Apple II computer, and so, being an entrepreneur himself, he developed this

seeing the BPI product — elected to carry the BPI product as their main line of business applications software on their price lists.

"I think that has been typical of the manufacturers. They stay with what they know best, which is manufacturing hardware and the operating systems, and have turned to the experts in the applications field for the software. And that relationship for us and for the manufacturers continues to be a very good one."

BPI's biggest market consists of the nation's 14 million business firms, with fewer than 100 employees, which are currently not using microcomputers for their accounting, Ferguson says.

"And we are just scratching the surface of that market," he added.

What is the smallest business that can afford the computer and your products?

"There is literally no business that is too small for this software and the microcomputer that it will run on," replied VP Meadows, who specializes in Marketing for BPI. "You have to understand that we are talking about a computer whose hardware might cost \$1,995, with a software package that would cost \$400."

"So, for a \$2,500 onetime purchase, the small businessman has an accounting system with the power of some of the most sophisticated computer systems in the country

away, is heavily populated, as Guadalupe is, by many small business firms.

"All of those millions of retail businesses and franchise-type operations out there," Ferguson said, extending his arms outward to encompass not only Guadalupe and Lamar, but Main Streets throughout the U.S., "is what the market really is for these products."

In addition to its accounting systems, BPI also has some other applications it is developing for use on computers. A speed-reading program, for instance, for use in homes, schools, and corporate offices.

There is also an executive payroll system that can be operated independently of a corporation's payroll for others, thus keeping the details of top-level executive compensation off the computer mainframe.

And, says VP Meadows, the foreign marketplace is "a virtually untapped area" for microcomputer technology, and BPI is going after that market.

"We are currently developing a product for a computer manufacturer for distribution in Europe," he said.

BPI has contracted with Peat, Marwick, Mitchell & Co. "to specify the differences between our product and the generally accepted accounting principles in the native language of the native country, and to translate our manuals, our screens and our reports

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sell the product on the East Coast — and that's how BPI got its start."

Meanwhile Ferguson, then a vice president and operations officer at Austin National Bank, had been marketing a receivables system for computers through a little company he had formed.

My brother at Waco needed a general ledger system, and he happened to run across John Moss at a computer dealer's," Ferguson says. "My brother told John that he had a brother in receivables, and John, Ken DeBower and I got together and found that we had a lot in common. So that's how the three of us got together."

"I rewrote the receivables package to interface into the BPI product and to look like a BPI product, and from then on it's just been a matter of one thing after another. The business has just grown by leaps and bounds, and from the three of us who originally started, there are now 63 working at BPI."

The company sells or licenses its software systems directly to the microcomputer manufacturers, which, in turn, distribute systems packages through retail dealers to end users.

Isn't it possible that the microcomputer manufacturers could some day develop their own software systems, leaving BPI out in the cold?

"We haven't seen any indication of an interest by manufacturers in developing specific applications of software in the business accounting area," said Meadows. "In fact, in our early days, Apple developed its own and sponsored an applications package for business systems — and, after

ars, the small businessman would probably spend less than \$100 a month for a full scale general ledger accounting system with all of the supporting journals, a current balance sheet, and current profit and loss statement," Meadows said.

"Probably for the first time in his life he would be spending far less than he would if he were to have a bookkeeper come in and do his work for him," he said.

Although BPI believes that any small businessman could effectively use the system, Ferguson says it is likely that a company with at least \$250,000 in annual sales would be more likely at this time to be interested in acquiring such a system than a company with sales below that figure.

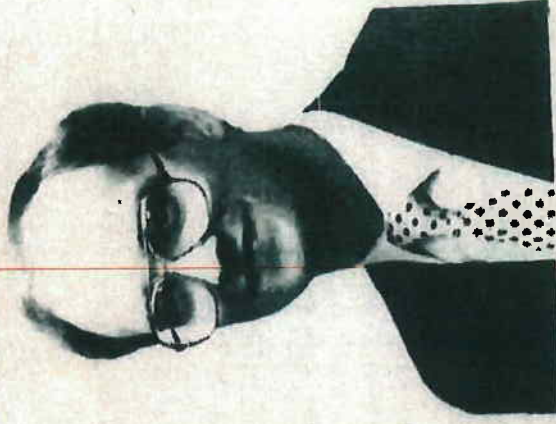
However, BPI products also go to some firms that are doing millions of dollars in sales volume, Ferguson said.

"When we talk about small businessmen," Ferguson said, "We just kind of rule out Exxon and Gulf and IBM and some of those people. Actually, however, small businesses of all kind can benefit from the systems, like the kind of businesses you will find up and down Guadalupe and Lamar."

In referring to Guadalupe and Lamar, Ferguson was talking about two well-known business avenues in Austin.

Guadalupe, on which BPI's headquarters fronts at 35th Street, passes near the Texas capitol building and the governor's mansion and also passes by the University of Texas — a sector known by students of many generations as "The Drag."

Lamar, paralleling it several blocks



ALLEN J. ANDERSON has been named president of Mercantile Realty Services Corp., a subsidiary of Mercantile National Bank at Dallas which will offer asset management and investment advice to substantial investors in real estate. Anderson previously was president of First Asset Realty Advisors, a subsidiary of First National Bank of Minneapolis.

"At this point, we see no market either in the U.S. or abroad."

Meadows says, "Actually, we have only begun to penetrate that primary business — a marketplace of 14 million, small businesses in this country alone, although we have well over 55,000 systems installed in this country."

"The microcomputer is still only in its embryonic state, and even though there have been perhaps as many as 300,000 or 400,000 of them sold in the

(Continued on page 16)

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holders usually aren't a unified voice against you if there is a disagreement on policy."

He acknowledges regulation reporting is a hassle, but feels most developing companies in need of capital are better off going public.

Companies on the Verge

Despite the work and money involved, Cooper says several companies in Austin still plan to go public, possibly as early as this fall.

"Most Austin companies have taken more risks than the average guy to set up their businesses," he says. "Few will go public just to cash in their chips, so to speak. They're trying to raise money to continue to grow. They are people with dreams, looking for stock to provide capital to develop those dreams."

Nationally, investor interest in high technology stocks is intense, and market activity in general is the hottest since 1980. Cooper thinks the market is overheated, but that interest in glamorous industries will cool to a more comfortable plateau.

He complains that the quality of initial public offerings nationwide has decreased. A number of companies have entered the public arena without a track record. "When investors see others making money on some kind of industry, their greed overcomes their fear." Hence some make premature moves to go public.

However, the activity is encouraging to small Austin companies. Says the unidentified electronics firm principal: "If a high tech company has a product everybody wants, it can go public within a year after coming into existence because of the emotional response of the marketplace. Who says if it's right or wrong? Like everything else in our economy, the buyers of stock are totally responsible. It's like betting. What's wrong with striking while the iron is hot?"

John McDuff, an Austin business attorney who works with young, developing companies, assesses the criteria he feels underwriters look for in a potential public company as a financial statement which shows a growing profit; an unusual product, well-developed, and tested, without too many competitors in the marketplace; and a company in one of the so-called sunrise industries, looking toward tomorrow's need and not relying on yesterday's needs.

New Silicon Valley

McDuff compares the development of California's Silicon Valley, Boston's Route 128, and North Carolina's Research Triangle to what he thinks will happen here in Austin.

"California has had the first and most

highly developed concentration of high technology companies. A substantial number have grown to the size where they are traded on the New York Stock Exchange. But it took several years from the time when most started until they were ready to go public. Perhaps three to five to seven years after startup."

McDuff says the Boston area companies have begun to appear in national business publications and that usually occurs about the time they go public. In the Research Triangle, near Raleigh, and in Austin, he says companies have just begun to be noticed. He expects the

Austin business environment to bloom with companies going public within three years.

The general consensus is there will be a marked increase in financial attention to the Austin market and to the development of financial support services associated with high tech centers around the country.

As Cooper says: "I'm an enthusiast for the Austin market. Although we only have about ten public companies headquartered here right now, the number will soon be increasing, and the opportunities will abound." ★

Two Local Companies that Made the Move in '82

Going public is a lot like getting married: After you set the date, you spend every spare moment taking care of a myriad of details.

But the financial rewards—capital to fund growth and marketing efforts, and to solidify a company's financial moorings—have been worth the effort for two Austin companies that took the plunge.

Austron Inc., which designs and manufactures high technology instruments and systems for the precise measurement of time and frequency, completed its going-public efforts in May 1982. And, BPI Systems Inc., which manufactures microcomputer software for business accounting systems, became a public company in June 1982. Both are currently available over-the-counter at a price-per-share noticeably higher than original offerings.

Austron made 1.54 million shares available at \$2.50 per share. The fluctuating market in the third and fourth quarters of 1982 caused Austron's stock to drop to \$1 1/8, but Austron was trading as high as \$4 7/8 by the second quarter of this year.

BPI's stock opened at \$12 a share, and the company was able to offer a two-for-one split in March of this year when it effectively rose to \$50 per share. The post-split rate was at \$25 per share by the year's second quarter.

Both firms are typical examples of the entrepreneurial spirit that permeates high technology industries and, therefore, Austin. Both were founded by business persons who saw a market for a specific service. Both had officers and directors who viewed a public stock offering as an opportunity to obtain the necessary capital for growth. And, both weren't afraid to tackle the complicated, costly task of complying with Securities and Exchange Commission (SEC) regulations that precede a public offering.

"We don't have any bad war stories

about going public," says BPI President Randy Ferguson. But, he adds, the cost of legal and professional fees and printing the necessary documents was in the \$300,000 range.

Austron President and Chairman of the Board James D. Echols says he can't complain either. His company's move into the public sector was accomplished with impeccable timing—appropriate considering Austron's products.

Austron officially went public at the same time the firm began planning a new 50,000-square-foot plant on IH 35 North; the public issue closed on the day the business received approval for industrial revenue bond financing for the new structure; and the company began moving into the new plant last December when Austron acquired Systron Donner, a time-code manufacturer.

Sale of Austron stock generated \$3.8 million which was used to retire a remaining small issue of preferred stock, to eliminate some bank debt, and to purchase new equipment. Austron still has some \$2 million from the public offering held in short-term securities.

Little has changed since Austron went public, says Echols. "The corporate staff spends more time on SEC regulations and less on day-to-day operations, and we exercise more care in discussing what might be called 'insider' information," he observes. But he adds that the company's "activity has picked up and we're in good financial shape."

BPI's public offering infused the company with \$2.2 million, of which \$2 million is unspent. The funds were used primarily to expand the company's marketing efforts and to pay for national advertising.

"Going public has worked out well for us," Ferguson says. "The staff has to cope with the corporate way of life, but they've stepped right up to it." ★

—Carolyn Bobo

WESTSIDE Stories

John Moss—Part Two



BY FORREST
PRETCE
Staff Writer

If you read my column last week and proceed with this one, I think you'll agree that John Moss has had success in more fields than just about anyone imaginable.

But first, a few paragraphs about an incident that occurred shortly after he sold Lago Vista, the well-known Lake Travis development that John owned and shepherded to success.

"My wife Margaret and I were in our second yacht, *Margarita II*, which we based in Port Aransas, and we were headed for Galveston," John says. "A storm came up and we tried to pull into Port O'Connor. While attempting to get into port, we hit a sand bar and it was obvious that we had no choice but to abandon ship," John says.

"We were going to have to get out of the yacht and into a life raft. Unfortunately, as we were trying to get the main raft over the side and into the water, it got away from us. I wound up having to throw the backup raft into the water and Margaret got into it. I followed behind, paddling and pushing the raft through the choppy water."

Somehow, they made it all the way to shore. It was obvious at that point that there could be a better way to navigate a boat. (More about that later.)

During the late seventies, John acquired a chain of five convenience stores, mainly for the sake of having something to do. Remember, this was around 1978, when personal computers were the primitive boxes you bought from sources like Radio Shack and Apple. And John was in his



John Moss in 2008

"We got with the lawyers and decided to move toward going public." According to John, BPI became the world's first publicly-held software company.

Not long after that, Louis Rukeyser of *Wall Street Week in Review* received a question from a viewer about how an investor could get involved in the burgeoning software market. His reply was that the only way was to invest in BPI Systems, which at the time was the only publicly traded software company.

Oh—John's total out-of-pocket investment in BPI? About \$1,000. Now that's what I call "venture capital."

John retired from BPI and cashed out. At this point, he was ready to concentrate on sailing again. He traveled to Taiwan and commissioned a yacht to be built to his specifications.

The yacht was solar powered and had a helmsman's seat mounted on an arc with ball bearing wheels that kept the seat upright no matter how badly the boat was getting knocked around in the water. (This is another example of being inspired by his life experiences to make "a better mousetrap.")

ment.

"What a pain it was to try and keep inventory and payroll straight on machines like that," he says. "The software was about as full of problems as the hardware was slow. I finally decided that I could devise an accounting program that worked a lot better than anything on the market." (I wonder how many times John Moss has gone through that thought process in his life.)

"I found a local programmer, Kenneth Debower, and made a deal with him. I knew that with my lifelong experience in accounting, I could come up with a coherent set of specs for what the program should accomplish; and he'd do the technical end of making it work." John says that one thing that bothered him was the technical nomenclature associated with the manual. "Why would you call a set of choices a 'menu' instead of a 'list'?"

And this was before Microsoft had taken over the world of operating systems, so every type of computer had its own. "That made coming up with software even tougher, since you had to cater to the quirks of each system."

Dubbing his company BPI Systems, Inc., John and his staff persevered and soon they had created an accounting program that worked better than anything on the market. "Nothing else in the world could touch it."

John made personal visits and demonstrated his accounting systems to companies like Apple, Commodore, and others. These companies would then buy large quantities of the software and bundle it with their computer sales.

"Big Blue" IBM itself had heard about it and came to us to discuss buying our systems for their new personal computers," John says.

After they talked business, he took the IBM emissaries to dinner at a local barbecue restaurant to show them a little bit of down-home good times in Austin.

"You should have seen the pomp and circumstance when IBM came down to hammer out an agreement," John says. "They then sent us five computers in disguised boxes under armed guards. Pretty soon, our software was the only accounting program that IBM was selling with their new desktop computers."

After gaining all that attention for something he had cooked up, John realized that he had a chance to make a breakthrough maneuver.

Mexico, the yacht was based at the Ocean Reef Club in Florida.

Now let's talk about Sweetbrush, the palatial Abner Cook-designed home that John and Margaret shared until her untimely death. "Margaret saw an ad in the paper for it one day and she decided that we should have it," he says.

Just a brief bit of Austin history—until 1929, Sweetbrush was located where Republic Park is now, in the heart of downtown. It was moved to its location at the end of Windsor Road at that time.

It then became the home of Dr. and Mrs. Zachary Scott. When Mrs. Scott died, she left the home to the University of Texas to be used as a residence for its president. The university later decided that the cost of renovation would be too great and it was sold to David Bland. John then bought the home from David because it had been Margaret's favorite for many years.

When I first wrote this column in 2005, John was gracious enough to take me on a personal tour through his home and I met Margaret.

As we drove past the entrance, I noticed the National Registry of Historic Homes plaque and realized that this was no ordinary "remodel." And the level of care in the restoration was extraordinary. John says, "Our goal was to bring it back to what it was in the beginning." Talk about authenticity—for instance, the fence that they had around Sweetbrush originally ringed the Travis County Courthouse and the entrance gates were the original ones on the Texas Capitol.

Mike Ward, a past president of the Heritage Society added, "Their careful restoration of that wonderful Abner Cook home highlights how historic preservation can safeguard old buildings, make them functional for our present world and save their special history for future generations. It is a success story that highlights the histories of several families and their contributions to Austin."

About six months after Margaret's death, John sold Sweetbrush. It's only fitting that this man who accomplished so much in his life left Austin with the beauty of this fine home—the last great project that he would work on with his wife.

So what's next for John Moss? Don't think he doesn't have another great idea or two up his sleeve—he's only 87!

Obituary of Kathleen Margaret Moss

Kathleen Margaret Moss, born August 29, 1919, in San Antonio, Texas, died March 29, 2005 in Austin, Texas. Beloved wife, mother, grandmother and friend. Margaret and husband of 67 years, John A. Moss, met on a blind date, and after a whirlwind courtship, eloped to Seguin, Texas and were married when they were both 18 years old. While John served in the Navy during WWII, Margaret and their 3 year old daughter spent the war years in Dilley, Texas with family. When John left for the Navy, Margaret was pregnant with their son, who John would not get to meet for 2 ½ years. After the war, Margaret and John were reunited, spent some time in Dallas, where their third child was born, and then settled in San Angelo, Texas. While in San Angelo, Margaret was president of the Junior League, played the piano with the Philharmonic Society, and was very active in community affairs. In 1955, the Moss family moved to Austin, and Margaret was again immersed in her new community. She was President of the PTA of every school her children enrolled in. She again took an active role in the Junior League. She was a founding member of the docents of the Laguna Gloria Art Museum; she was the Chairman of the art docents of the University of Texas Art Museum; she was the President of Planned Parenthood for 3 years; she was a member of The Art Guild, and a member of The Women's Forum. She was predeceased by her mother, her grandmother, and her three beloved aunts. She is survived by her loving husband of 67 years, John A. Moss; her daughter Dr. Margaret Moore and husband Dr. Taft Moore of Grand Junction, Colorado; her son John A. Moss Jr. and his wife Pebble Stone Moss of Tulsa, Oklahoma; and her daughter Ann Moss Pieratt and husband John Pieratt of Austin. She is also survived by her four

May 12, 2005

Obituaries

The One That Didn't Get Away: Kathleen Margaret Moss

By Mary Ciesniann Kahle
STAFF WRITER

They say that when you really want something, you should grab it then and there, because you may never have the chance again. The adage usually applies to fishing or shopping, but it's just as true for homes or even people, as Margaret Moss, who died March 29, knew.

Margaret Davis was born in San Antonio in 1919, an only child who lived with her mother and grandmother after the early death of her father. Her grandmother told Margaret first-hand stories about growing up during the Civil War, perhaps inspiring her life-long interest in history. In the female-dominated environment that also included three influential aunts, Margaret learned never to idle, to be always working on needlepoint or a similar activity.

Her life diverged from needlepoint when her best friend arranged a blind date with Texas A&M freshman John Moss. Their date, to a sunrise breakfast at a ranch near San Antonio, was followed by their headlong courtship, elopement to Seguin, and marriage when both were eighteen. John borrowed money for the marriage license and wedding band. He was also forced to leave A&M, due to its policy prohibiting students from marrying. Still, John was determined not to

let Margaret get away.

It was a smart move, although the early years of their marriage were interrupted by WWII and John's Navy stint in Chicago. Margaret and their young daughter lived with relatives in nearby Dilley until his return. After the war, they eventually settled in San Angelo, where they were a typical family, now with three children.

Typical, that is, unless you're Margaret Moss, who not only served as president of the Junior League, but who started piano lessons as an adult en route to becoming a guest artist with the San Angelo Philharmonic Society. Daughter Ann Pieratt remembers her mother practicing late into the night on the lessons provided by her teacher, who had been the pianist for the famed singer Hildegard.

After the family moved to Austin in 1955, Margaret continued her volunteerism wholeheartedly, serving often as a PTA president and scout leader. She loved the Art Guild and the Women's Forum, enthusiastically researching programs for both. A founding docent at Laguna Gloria and UT's art museum, Margaret studied huge amounts of information on traveling exhibits. She also served Planned Parenthood through the Junior League, made needlepoint kneelers for Tarrytown Methodist, and taped books

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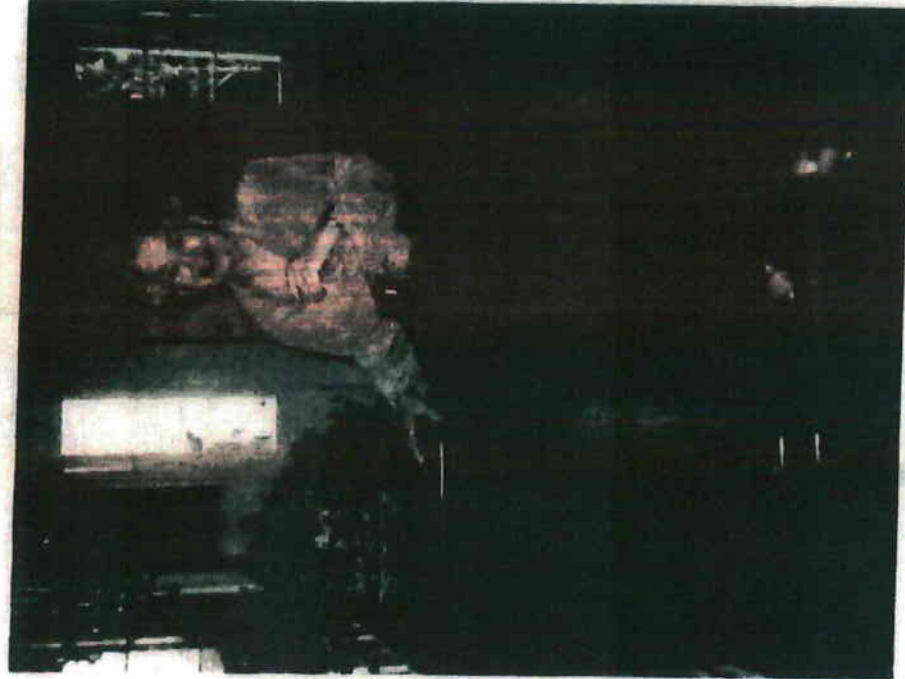
e That Didn't Get Away: n Margaret Moss

Ann Kahle

let Margaret get away.

It was a smart move, although the early years of their marriage were interrupted by WWII and John's Navy stint in Chicago. Margaret and their young daughter lived with relatives to fishing or 's just as true 'en people, as s, who died . vis was born in 1919, an ived with her grandmother death of her dmother told hand stories ip during the aps inspiring rest in histo- le-dominated t also includ-

Typical, that is, unless you're Margaret Moss, who not only served as president of the Junior League, but who started piano lessons as an adult en route to becoming a guest artist with the San Angelo Philharmonic Society. Daughter Ann Pieratt remembers her mother practicing late into the



Margaret Moss in Sweetbrush

for the blind. Friend Mary Nell Garrison says that Margaret chose her groups carefully, but once in, she could be counted on for her willingness to fill in on wo-

nied John on weeklong sailing trips in the Gulf, only losing interest after a storm sank their boat, stranding the two several miles out until their rescue by fishermen. They also completed a 500-mile bicycling trip through North Carolina and Virginia. Margaret was in her seventies when she took up golf.

Like John, Margaret knew a good thing when she saw it, and when the historic home Sweetbrush became available, she and John bought it. With the assistance of architect Stephen Kubenka and the original drawings by Abner Cook, Margaret restored parts of the home to their original intent. She also improved the gardens and replaced many missing trees. A steward of the house and a gracious hostess, Margaret opened it to others, including the Heritage Society, other charitable organizations, and family and friends.

Grandson J. Pieratt describes Margaret as the "embodiment of a Southern lady," remembering their recent trip to Victoria to

ing the historic Callender House. Granddaughter Cindy McCarthy adds of her confidant Margaret that she "exuded grace and hospitality," and that she provided valuable advice and support when her own children were born. Margaret also enjoyed England's Chelsea Flower Show, estate sales and auctions, and her favorite Killean classical music station. She adored her grandchildren, who put their chins on her head as they teased her about her 5'3" frame.

Small in stature, but a priceless catch, Margaret is survived by her husband John, her daughter Dr. Margaret Moore, her son John A. Moss, Jr., her daughter Ann Moss Pieratt, and their extended families.

West Austin News obituaries are printed for no charge. We encourage you to suggest individuals worthy of tribute by contacting us at news@westaustin-news.com. Fame and fortune are not necessarily touchstones, but having made the world a better place is.

From: [Chuck Hopson](#)
To: [Contreras, Kalan](#)
Subject: Re: case # C14H-2022-0139
Date: Thursday, October 13, 2022 1:50:33 PM
Attachments: [image001.png](#)

*** External Email - Exercise Caution ***

Thank you so much for your prompt answer & explanation.



On Thursday, October 13, 2022, 11:35 AM, Contreras, Kalan <Kalan.Contreras@austintexas.gov> wrote:

Good morning, Chuck,

This property has applied for historic zoning to be added to their existing SF-3 (single-family) zoning. Historic (H) zoning is a zoning overlay which is added to the base zoning and does not change the base zoning itself. To qualify for City Historic Landmark status, a property must meet the local historic designation criteria outlined in Land Development Code [Section 25-2-352](#). The City Historic Landmark Commission reviews all applications for City Historic Landmark designation, with the Austin City Council making final decisions on these designations. Once designated, all proposed exterior site and building changes (other than routine maintenance) to a historically zoned tract require advance review and approval by the City Historic Landmark Commission.

I hope this helps! For more information on historic zoning, you may also check out the [Historic Preservation Office's website](#) or contact preservation@austintexas.gov to submit questions or comments. Notification will be sent via mail at least 11 days prior to the public hearing on the application; this also includes a comment form if you prefer to mail in responses.

Best,

Kalan Contreras

MSHP | Senior Planner | Historic Preservation Office

Planning and Zoning Department

PER CITY ORDINANCE: All individuals scheduling or accepting a meeting invitation with a City Official are requested to provide responses to the questions at the following link: <https://bit.ly/HPDLobbyingForm>

Please note that all information provided is subject to public disclosure. For more information please visit: [City of Austin Ordinance 2016-0922-005](#) | [City Clerk's website](#) | [City Clerk's FAQs](#)



From: Chuck Hopson [REDACTED]
Sent: Wednesday, October 12, 2022 2:09 PM
To: Contreras, Kalan <Kalan.Contreras@austintexas.gov>
Subject: case # C14H-2022-0139

*** External Email - Exercise Caution ***

Hi Kalan,

What is the difference between SF-3 and SF-3-H and what are they plan on doing with this house located

at 2311 Woodlawn Blvd?

Chuck Hopson, R.Ph.

2106 Hartford Road

ATX 78703

[REDACTED]

PUBLIC HEARING INFORMATION

This zoning/rezoning request will be reviewed and acted upon at two public hearings: before the Land Use Commission and the City Council. Although applicants and/or their agent(s) are expected to attend a public hearing, you are not required to attend. However, if you do attend, you have the opportunity to speak FOR or AGAINST the proposed development or change. You may also contact a neighborhood or environmental organization that has expressed an interest in an application affecting your neighborhood.

During its public hearing, the board or commission may postpone or continue an application's hearing to a later date, or may evaluate the City staff's recommendation and public input forwarding its own recommendation to the City Council. If the board or commission announces a specific date and time for a postponement or continuation that is not later than 60 days from the announcement, no further notice is required.

During its public hearing, the City Council may grant or deny a zoning request, or rezone the land to a less intensive zoning than requested but in no case will it grant a more intensive zoning.

However, in order to allow for mixed use development, the Council may add the MIXED USE (MU) COMBINING DISTRICT to certain commercial districts. The MU Combining District simply allows residential uses in addition to those uses already allowed in the seven commercial zoning districts. As a result, the MU Combining District allows the combination of office, retail, commercial, and residential uses within a single development.

For additional information on the City of Austin's land development process, visit our website:
www.austintexas.gov/planning.

Written comments must be submitted to the board or commission (or the contact person listed on the notice) before or at a public hearing. Your comments should include the board or commission's name, the scheduled date of the public hearing, and the Case Number and the contact person listed on the notice. Correspondence and information submitted to the City of Austin are subject to the Texas Public Information Act (Chapter 552) and will be published online.

Case Number: C14H-2022-0139

Contact: Amber Allen, 512-974-3393

Public Hearing: Historic Landmark Commission, 2 Nov. 2022

CHARLES HOPSON

Your Name (please print)

ATX

☒ I am in favor
☐ I object

2106 Hawthorn Rd 78703

Your address(es) affected by this application (optional)

6415 Hopson II

10/25/22

Signature

Date

Daytime Telephone (optional): 903-721-1822

Comments:

I'm all for it

CH

If you use this form to comment, it may be returned to:

City of Austin Housing & Planning Department

ATTN: Amber Allen

P. O. Box 1088, Austin, TX 78767

Or emailed to:

preservation@austintexas.gov