

ZONING CHANGE REVIEW SHEET

CASE NUMBER: C14H-2019-0065

HLC DATE:

May 20, 2019

PC DATE:

APPLICANTS: Kyle and Laura Lossen, owners

HISTORIC NAME: Heierman-Hornaday House

WATERSHED: Johnson Creek

ADDRESS OF PROPOSED ZONING CHANGE: 2412 Harris Boulevard

ZONING FROM: SF-3-NP to SF-3-H-NP

SUMMARY STAFF RECOMMENDATION: Staff recommends the proposed zoning change from single family residence, neighborhood plan (SF-3-NP) combining district to single family residence – Historic Landmark – neighborhood plan (SF-3-H-NP) combining district zoning.

QUALIFICATIONS FOR LANDMARK DESIGNATION:

Architecture and historical associations

HISTORIC LANDMARK COMMISSION ACTION:

PLANNING COMMISSION ACTION:

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

CITY COUNCIL DATE:

ACTION:

ORDINANCE READINGS: 1ST 2ND 3RD

ORDINANCE NUMBER:

CASE MANAGER: Steve Sadowsky

PHONE: 974-6454

NEIGHBORHOOD ORGANIZATION: Pemberton Heights Neighborhood Association

BASIS FOR RECOMMENDATION:

Architecture:

Two-story, rectangular plan, hipped roof, stuccoed Italian Renaissance Revival house with a two-story, rectangular-plan recessed addition to the south consisting of a segmental-arched screened porch on the ground floor and fenestration above. The house has single, double, and triple multi-lite windows; the doorway has a Classical portico on double columns with a flat roof and balustrade above; the door is framed with sidelights containing an ornamental wood overlay, and with a fanlight above. There is a one-story porte-cochere to the right (north) of the main block of the house with segmental arched openings. The roof is a shallow hip with deep, overhanging eaves.

Italian Renaissance Revival architecture was a high-style design statement popular in the first decades of the 20th century as an expression of elegance and wealth. The inspiration for the style came from the palazzos of Renaissance Italy, and featured a symmetrical composition, a low, hipped roof with deep eaves, sometimes with heavy brackets, stucco or masonry exterior cladding, and the use of arched openings, either at windows and doors, or

in larger features. Italian Renaissance Revival architecture was designed to be imposing, and the placement of the house on its site was an integral part of the overall design concept. Italian Renaissance Revival houses generally had prominent Classical design elements as well, generally expressed by ornamental features at doors and window, including a portico, columns, and other Classical motifs.

The Heierman-Hornaday House displays all of the defining characteristics of Italian Renaissance Revival residential architecture, with the exception of the heavy brackets under the eaves.



Historical Associations:

The first owners of the house were O.F. Jones and his wife. City directories list O.F. Jones as a farmer, and his wife held a Bible study class at this house in October, 1928, but otherwise, very little is known of them.

The house was owned by Walter and Lottie Heierman from around 1929 until 1933, which coincides with the period when Walter Heierman merged his family's business, then known as Heierman Industries, with the Tips Engine Works, a large foundry near the railroad tracks on what is now Baylor Street. Walter Heierman was a leader of the merged company until 1933, when he left to manage a lumber company.

The Heierman family businesses began in the 1880s, when Frank Heierman first established a foundry and machine shop. Frank Heierman arrived in Travis County from Ohio in the 1870s to farm. He moved into Austin and by 1879, was working as a clerk for the Walter Tips Company, which at that time was a wholesale and retail hardware business. Frank Heierman established the Austin Foundry and Machine Shop in 1885 with a John McCormick, who left the firm shortly thereafter. By 1887, Frank Heierman was running the business on his own; his younger brother,

John G. Heierman, moved from Ohio to go into business with him. They changed the name of the company to Frank Heierman & Bro., and operated the Austin Foundry and Machine Shop. They were boilermakers and repairers, brass and iron founders and machinists. They manufactured engines, made iron castings, and were agents for plows, cultivators, mowers and reapers, and cotton gins. John G. Heierman's second son, Walter L. Heierman, born in Ohio, joined the firm in 1903. Walter soon left the family business to go to work as a book-keeper for Isaac Bledsoe, a piano and furniture merchant on Congress Avenue, but returned after his uncle Frank passed away in 1912. By that point, the Heiermans had reduced or stopped most of their manufacturing, and were concentrating on the sale of heavy machinery, farm machinery, boilers, and other heavy hardware.

John G. Heierman bought out his brother's estate in the business in 1917, and renamed it John G. Heierman & Son, with Walter Heierman as his business partner. Walter Heierman established the Heierman Welding and Machine Company with his brother-in-law, Rudolph Swausch, in 1919, and combined it with John G. Heierman & Son. Walter Heierman and Rudolph Swausch bought out John G. Heierman in 1924, and renamed their company Heierman Industries, with a showroom in the old Provident Hotel on E. 5th Street, long the home of the Heierman businesses. In March, 1929, Walter Heierman and Rudolph Swausch merged their Heierman Industries with the Tips Engine Works, to form Heierman-Tips. Walter L. Heierman was president of the Heierman-Tips Company with Rudolph A. Swausch as the vice-president until 1933, when Walter Heierman left to manage the Reinhardt Lumber Company. He returned to Tips Engine Works as vice-president in 1941, and remained there for the rest of his career.

TIPS - HEIERMAN BUYS STEEL CRANE

W. L. Heierman, president and general manager, said Friday that the newly consolidated Tips Engine Works-Heierman Industries, Inc., has just purchased a 10-ton, 58-foot span, double lift electric traveling crane to be used at its new fabricating plant at the old Tips Engine Works plant at Third and Crockett streets, and that the firm is going ahead with plans for construction of the big fabricating plant.

The recent consolidation of the Tips Engine Works and the Heierman Industries, as announced by the officers, makes the firm now one of the largest in Austin, and construction of the new fabricating plant and installation of new and powerful machinery for facilitating the handling of its products is but one of the moves the new organization will make in an expansion program that was made possible through the co-ordination of interests of the two former organizations.

Prior to the consolidation each of the firms was engaged, among other things, in the fabrication and sale of structural steel. Improved service to the trade and more economical handling of the product will result from the consolidation, it was pointed out.

Through the merger Austin was given one of the largest firms of its kind in the state, and the new steel fabricating plant, for which the new crane equipment has been purchased, will be in keeping with the magnitude of the firm and with the large volume of business it will handle.

Story on the consolidation of the Heierman and Tips businesses
Austin Statesman, May 11, 1929

TIPS ENGINE WORKS

Tips Engine Works, Austin, engine and structural steel manufacturers, are known all over the southern United States and northern Mexico by their vertical Diesel engines for heavy duty service. Operating its own foundry and machine shop, this plant now occupies over four acres of land with a thousand feet frontage on the Missouri Pacific Railway mainline tracks.

The company, founded on February 2, 1899, was originally known as Bachmann Foundry and Machine Company. Its first products were small size steam engines and centrifugal pumps.

In 1906 Mr. Bachmann sold out to other members of the firm, and the name was changed to Tips Foundry and Machine Company, of which A. C. Goeth was president. As Mr. Goeth and other officers of the firm were employees of Walter Tips, owner of a large hardware and machinery business, the engines were called Tips Engines. Before this, the foundry had been greatly improved by Charles Thomas, who joined the industry in 1900 and is still active.

Tips engines were increased in horsepower sizes; and after World War I, Tips designed and put into production vertical Diesel type engines for heavy duty service.

After the first War, Ralph Goeth, grandson of Walter Tips, joined the management. His son, Joe, became a company

officer after World War II, making the fourth generation in the business.

Meanwhile in 1929, the business consolidated with Heierman Industries, which had been in the foundry, machine shop and machinery business in Austin since 1884, thus adding Walter L. Heierman to the management. A structural steel department was added shortly thereafter.

In addition to the previously mentioned items, the corporation has manufactured and built tree-felling saws for mounting on tractors, heavy machinery for pipelines, engines for pumping oil wells, and during the last war made various parts for ships and tanks.

Officers are Ralph Goeth, president and treasurer; Mr. Heierman, vice-president and secretary; James R. Stiles, vice-president; Joe A. Goeth, assistant secretary and treasurer; C. H. Tuke, vice-president and chief engineer; Homer T. Speer, vice-president and purchasing agent.

Profile of the Tips Engine Works
Central Texas Professional and Business Directory, 1952

Walter and Lottie Heierman moved from this house to a much more modest house on W. 35th Street in the North University area of the city, where they lived for the rest of their lives.

After a short period of rental use, the house was purchased around 1936 by William D. and Marjorie Hornaday. William D. Hornaday was the first director of publicity at the University of Texas, and retired from the university in 1938. After his death in 1942, Marjorie Hornaday continued to live in this house until her death in 1951.

William D. Hornaday was born in Indiana, and exhibited an inclination towards journalism from a young age, when he wrote and sold stories to several newspapers in the Midwest. He became the city editor for the San Antonio Express in the early 1890s, and later served as that paper's Austin correspondent until 1917.

Hornaday began working for the Industrial Journal, a bi-lingual trade paper distributed from Mexico City in the mid-1890s, and served as the publicity director for the Mexican national railway system that ran trains from Mexico City to Nuevo Laredo and Ciudad Juarez on the Texas border. His expertise in Mexican business and politics earned him renown in both countries, and he was able to interview and publish articles about major figures in the Mexican Revolution, including Pancho Villa, Emiliano Zapata, and Porfirio Diaz.

He came to the University of Texas in 1917 as the director of publicity, writing press releases about university programs and faculty. He wrote the article that led to the development of the Big Lake Oil Field in West Texas on university-owned property, securing a financial base for the University for many years to come. Hornaday was also a lecturer in the journalism department at UT from 1917 to 1935. His stories of his adventures in journalism captivated his students.

After his retirement from the University of Texas in 1938, Hornaday continued to publish articles with several major newspapers across the country, including the Wall Street Journal, the New York Times, and the Los Angeles Times. He died in this house in December, 1942.

Mrs. Hornaday continued to live in this house until her death in 1951. The house was then purchased by Ed and Lucille Bridges, who lived here until around 1967. Ed Bridges had a number of businesses in Austin, including a food store, furnished rooms near the University of Texas campus on Wichita Street, and later focused on real estate and investments.

PARCEL NO.: 0115010504

LEGAL DESCRIPTION: LOT 7 * & N 25FT LOT 6 BLK 1 PEMBERTON HEIGHTS SEC 1

ESTIMATED ANNUAL TAX ABATEMENT: \$8,500 (owner-occupied); city portion: \$2,500 (capped).

APPRAISED VALUE: \$2,229,810

PRESENT USE: Single family residence

CONDITION: Excellent

PRESENT OWNERS:

Kyle and Laura Lossen
2412 Harris Boulevard
Austin, Texas 78703

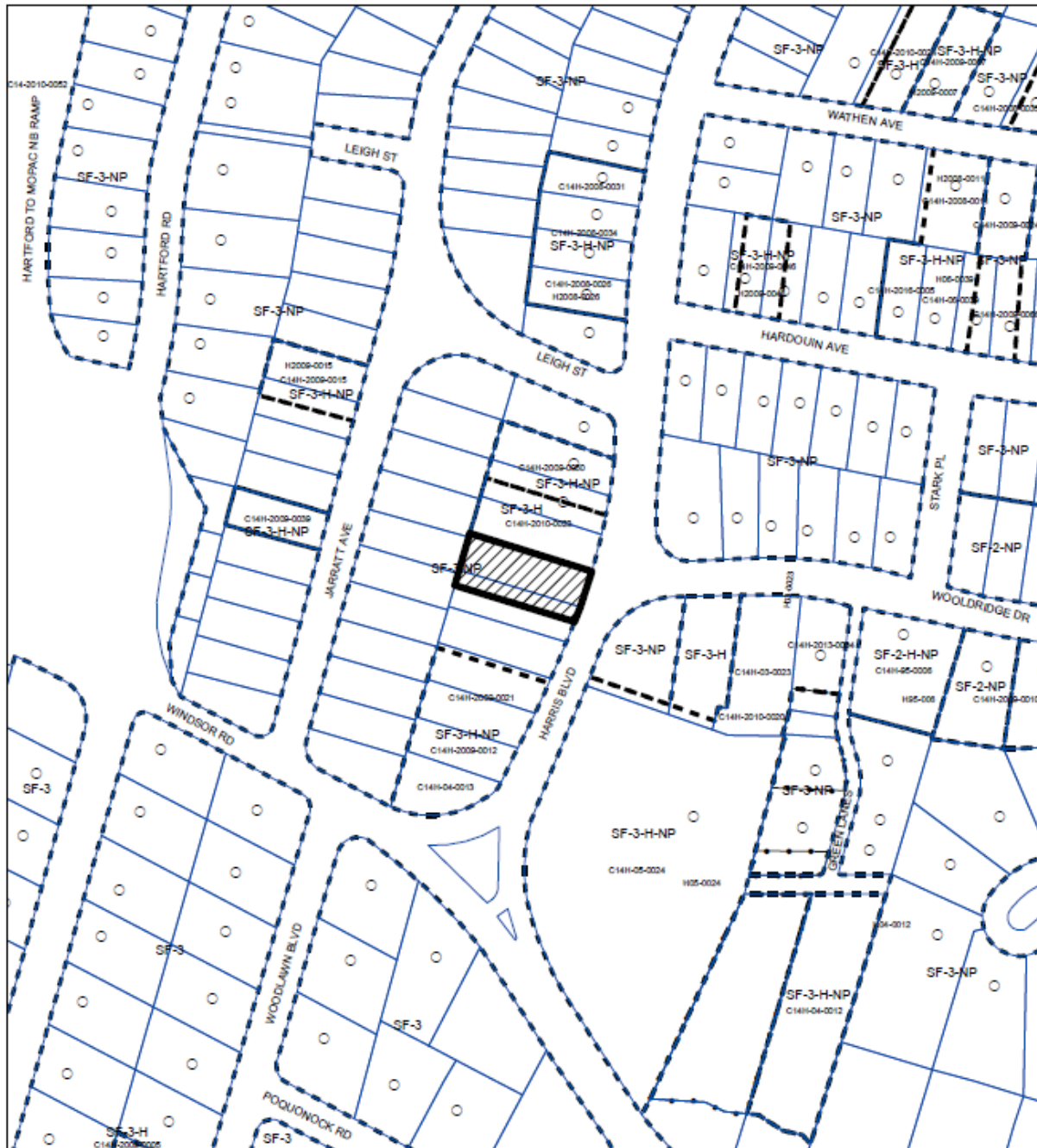
DATE BUILT: ca. 1928

ALTERATIONS/ADDITIONS: None




ORIGINAL OWNER(S): O.F. Jones (1928)

OTHER HISTORICAL DESIGNATIONS: None.

LOCATION MAP



1" = 200'

-  SUBJECT TRACT
-  PENDING CASE
-  ZONING BOUNDARY

HISTORIC ZONING

ZONING CASE#: C14H-2019-0065

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.

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2412 Harris Boulevard
ca. 1928



OCCUPANCY HISTORY
2412 Harris Boulevard

City Directory Research, Austin History Center
By City Historic Preservation Office
May, 2019

- 1927 Harris Boulevard is not listed in the directory.
NOTE: Oscar F. and Mary Jones are listed at 3002 Washington Square;
he was a farmer.
- 1929 Oscar F. and Gertrude Jones, owners
No occupation listed
NOTE: Walter L. and Lottie V. Heierman are listed at 308 W. 35th Street.
He was the proprietor of Heierman Industries, 117-19 E. 5th Street and
406 Brazos Street.
- 1930-31 Walter L. and Lottie V. Heierman, owners
President-general manager, Heierman-Tips (Tips Engine Works,
Heierman Industries), salesroom, 117-19 E. 5th Street; office and plant,
300 Crockett Street.
- 1932-33 Walter L. and Lottie Heierman, owners
President and general manager, Heierman-Tips (Tips Engine Works and
Heierman Industries), salesroom, 117-19 E. 5th Street; office and plant,
300 Crockett Street.

- 1935 E.H. Locher, owner
 NOTE: E.H. Locher is not listed in the alphabetical section of the directory. There is a listing for an Elena Locher at this address; she was a student.
 NOTE: Walter and Lottie Heierman are listed at 310 W. 35th Street; he was the manager of Reinhardt Lumber, 701 W. 5th Street.
 NOTE: William D. and Marjorie Hornaday are listed at 312 Fannin Street; he was the director of publicity for the University of Texas.
- 1937 William D. and Marjorie Hornaday, owners
 Director of Publicity, University of Texas
- 1939 William D. and Marjorie Hornaday, owners
 Director of Publicity, University of Texas
- 1941 William D. and Marjorie Hornaday, owners
 Research historian, University of Texas
- 1944-45 Marjorie M. Hornaday, renter
 No occupation listed
- 1947 Marjorie M. Hornaday, renter
 Widow, William D. Hornaday
 No occupation listed
- 1949 Marjorie M. Hornaday, renter
 Widow, William Hornaday
 No occupation listed
- 1952 Vacant
 NOTE: Marjorie Hornaday is not listed in the directory.
- 1953 Jack Beakley, owner
 NOTE: Jack Beakley is not listed in the alphabetical section of the directory.
 NOTE: Edward and Lucille Bridges are listed at 2614 Wichita Street; he was in investments.
- 1955 Edward D. and Lucille Bridges, owners
 Proprietor, The Bridgeway, furnished rooms, 2616 Wichita Street.
- 1957 Edward D. and Lucille Bridges, owners
 Real estate and investments (office at the house)
- 1961 Edward D. Bridges, owner
 No occupation listed
 NOTE: Lucille Bridges is not listed in the directory.
- 1965 Edward D. and Lucille Bridges, owners
 Investments
- 1967 Edward D. and Lucille Bridges, owners
 Investments
- 1968 William J. and Carol J. Moody, owners
 Professor, University of Texas

NOTE: Edward D. and Lucille Bridges are not listed in the directory.

- 1973 Robert L. and Mary Zapalac, owners
Physician, 720 W. 34th Street.
- 1977 No return
- 1981 Robert L. Zapalac, renter
Physician, 720 W. 34th Street
NOTE: Mary Zapalac is not listed in the directory.
- 1985-86 Robert L. Zapalac, renter
Physician, 720 W. 34th Street
NOTE: Mary Zapalac is not listed in the directory.
- 1992 Robert L. and Mary Zapalac, owners
Physician, Austin Neuropsychiatric Clinic, 720 W. 34th Street.

**Mrs. O. F. Jones will be hostess
Tuesday at 3:30 p. m. at her home,
2412 Harris boulevard, Pemberton
Heights, to a meeting of the Susan-
nah Wesley Bible class.**

Although little is known of the original owner of this house, O.F. Jones, his wife was mentioned in the newspaper as the host of a Bible study class, evidencing that the house was completed by October, 1928

Story on Mrs. O.F. Jones' hosting of a Bible study class
Austin Statesman, October 21, 1928

BIOGRAPHICAL NOTES:

Walter L. and Lottie V. Heierman (ca. 1929 – ca. 1933)

The 1920 U.S. Census shows Walter L. and Lottie Heierman living at 113 E. 18th Street in Austin. Walter L. Heierman was 36, had been born in Kansas (?) to German-born parents (?) and was a retail merchant. Lottie Heierman was 37, had been born in Texas to German-born parents, and had no occupation listed. They had 2 sons: Steinle, 3; and Earl, 2 months. Both boys had been born in Texas. Walter Leonard Heierman's birth certificate shows that he was born October 18, 1883 in Massillon, Stark County, Ohio, to John and Sophia Heierman.

Walter L. Heiermann married Charlotte V. Steinle in Travis County in 1910.

Walter L. and Lottie v. Heierman are listed in the 1930 U.S. Census as the owners of this house, which was worth \$12,000. Walter L. Heierman was 46, had been born in Ohio to Ohio-born parents, and was the president of a foundry. Lottie V. Heierman was 47, had been born in Texas to a German-born father and a Texas-born mother, and had no occupation listed. They had 2 sons: Steinle W., 14; and Earl W., 10. Both boys had been born in Texas.

The 1940 U.S. Census shows Walter L. and Lottie Heierman (although they are listed as Steinle in the census report, which was Lottie's maiden name). as the owners of the house at 310 W. 35th Street in Austin, a house that was worth \$6,000. Walter L. Heierman was 56, had been born in Ohio, and was the manager of a retail lumber yard. Lottie Heierman was 57, had been born in Texas, and had no occupation listed. They had 2 sons: Walter, Jr., 24, who had no occupation listed; and William Earl, 20, a service man at a filling station. Both boys had been born in Texas.

His 1971 death certificate shows that Walter Leonard Heierman's final address was 310 W. 35th Street in Austin. He was a widower who had been born in Ohio in 1883. He was the retired vice president of the Tips Iron Company.

W. L. HEIERMAN



W. L. HEIERMAN. Vice-President and Secretary, Tips Engine Works, Austin. In 1925, Mr. Heierman formed Heierman Industries, which he consolidated with Tips Engine Works in 1929. He remained with Tips in a managerial position until 1933, when he became associated with Reinhardt Lumber Company. In 1941, Mr. Heierman returned to the Tips Company as vice-president and secretary.

Mr. Heierman's first job in 1900 was with Frank Heierman and Brother. In 1904, he became bookkeeper for Isaac Bledsoe, later becoming auditor and buyer. In 1917, he went to Houston, taking charge of the piano department of Thomas Goggan Company. Mr. Heierman returned to Austin the next year and bought out the Frank Heierman Company, renaming it John Heierman & Son. In 1919, he organized Heierman Welding and Machine Company, combining his two companies in 1925. It was these firms he merged with Tips.

Born in Massillon, Ohio, on October 18, 1883, he is the son of Mr. and Mrs. John G. Heierman. His father moved to Texas in 1888 and was a partner of Frank Heierman and Brother, machine shop, cotton gin and implement business.

He received his early education in Austin and was graduated from St. John's Lutheran College in Winfield, Kansas, in 1900. In Austin on May 11, 1910, he was married to Charlotte Steinle, the daughter of Mr. and Mrs. Henry Steinle. Their two sons are Walter Steinle and William Earl.

Mr. Heierman was a charter member of the Rotary Club of Austin. Leaving the city for a year, from 1917 to 1918, he returned to Austin and found no opening in his category in Rotary. He joined the Kiwanis Club and is a past president of that organization. He also served as lieutenant governor of his Kiwanis District, and had a perfect attendance record, going to six national and eight district conventions. A former vice president of the Chamber of Commerce, he is in the industrial division of that organization. He is president of the church council at St. Paul's Lutheran Church.

He likes to spend his leisure time at his lodge on Lake Travis.

Profile of Walter L. Heierman from the entry for Tips Engine Works
Central Texas Professional and Business Directory, 1952

W. L. Heierman CC Speaker

W. L. Heierman, vice president and secretary of Tips Iron and Steel Company, will be a speaker Sunday at the annual meeting of the South Texas Chamber of Commerce, to be held in San Antonio.

Heierman, who is a member of the South Texas Chamber's board of directors, will speak at a session of the industrial development section of the convention, on the subject of "National Economy and Wages."

Walter L. Heierman speaks to the South Texas Chamber of Commerce
 Austin American-Statesman, October 11, 1959

MRS. WALTER L. HEIERMAN

Mrs. Walter L. Heierman, 310 West 35th, died in a local hospital Sunday. She had been an Austin resident since 1884.

Survivors include her husband, Walter L. Heierman; son, William Earl Heierman; five grandchildren; and one great-grandchild.

Funeral services will be held Friday at 10 a.m. at Weed-Corley Funeral Home. Rev. Charles Sumners will officiate and burial will be in Oakwood Cemetery.

Pallbearers will be Michael Lee Heierman, John Wm. Heierman, Michael O'Shea, Henry Steinte, Howard Steinte, and Herbert Willford.

Obituary of Lottie Heierman
Austin Statesman, December 24, 1968

WALTER L. HEIERMAN

Walter L. Heierman, 87, 310 West 35th, died Friday in a local hospital. He had been a resident of Austin since 1887. He was a member of the Texas Manufacturers Association and was a former member of the Austin Chamber of Commerce. Heierman was vice president of Tips Iron for many years before his retirement in 1968.

Survivors are a son, William Earl Heierman of Austin; five grandchildren and one great-grandchild.

Funeral will be at 4 p.m. Monday at Weed-Corley Funeral Home with the Rev. Charles A. Summers officiating. Burial will be in Oakwood Cemetery Annex.

Pallbearers will be Michael Lee Heierman, John William Heierman, Michael O'Shea, Joe Goeth, Lou Sweet Jr., Charlie Gray Jr.

Obituary of Walter L. Heierman
Austin American-Statesman, February 7, 1971

William D. and Marjorie Hornaday (ca. 1936 – ca. 1951)

The 1920 U.S. Census shows William D. and Margie Hornaday as the owners of the house at 312 Fannin Street in Austin. William D. Hornaday was 53, had been born in Indiana, and was a journalist at the University of Texas. Margie Hornaday was 49, had been born in Texas, and had no occupation listed. They had two children: Grace, 22; and Joe, 8. Both children had been born in Texas.

William H. [sic] and Margie Hornaday are listed in the 1930 U.S. Census at 312 Fannin Street in Austin. William Hornaday was 62, had been born in Indiana, and was in publicity for the University of Texas. Margie Hornaday was 59, had been born in Texas, and had no occupation listed. With them lived their son, Joe, 18, who had been born in Texas and had no occupation listed.

The 1940 U.S. Census shows W.D. and Mrs. W.D. Hornaday as the owners of this house, which was worth \$10,000. W.D. Hornaday was born in Indiana, and was a writer for the Associated Press. Mrs. W.D. Hornaday was born in Texas and had no occupation listed. Their ages are not listed in the census report, and W.D. Hornaday's occupation was entered in another hand.

His 1942 death certificate shows that William Deming Hornaday was living at this house at the time of his death from a cerebral hemorrhage. He was born in 1868 in Plainsfield, Indiana, and was a research historian at the University of Texas.

Margie Rochow Hornaday died in 1951; her last address was this house. She was born in Texas in 1870 and was a widowed housewife.

BARRY BISHOP of the Dallas News writes this contribution:
The thrill of coming back to Austin for another Longhorn-Aggie game was in the hearts of thousands Thursday morning but out at 2412 Harris Boulevard a different kind of thrill was in the making for W. D. Hornaday who will sail again Monday for Honolulu, the Pearl of the Pacific that draws the veteran journalist back time after time.

Mr. Hornaday, who gave many newspaper men now scattered all over the world, their first real insight into journalism, became infected with the Hawaiian virus many years ago when he was working his way around the world. Every few years he feels the wanderlust coming on, tries to shake it off and can't, and books another passage.

When he gets out there Mr. Hornaday will live over many experiences of his younger days, will write a little, listen to the swish of the waves on the spreading beaches and then come back home for a spell. But it's a good bet that he'll immediately start planning another trip in a very few more months. Journalism students in the University of Texas who don't hear of this grand old man's real newspaper experiences are missing a treat because they are of an era fast passing into history.

W.D. Hornaday noted in the society column Austin Statesman, November 24, 1938

HIS HOBBY: W. D. HORNADAY, 2412 Harris boulevard, will return shortly from a two months' vacation trip in the Hawaiian Islands. This trip is just another of the hobby trips of MR. HORNADAY, trips made for the purpose of gathering information and pictures to be used in preparing feature and news stories. During his life time MR. HORNADAY has made several trips around the world gathering such information to be prepared and sent to some newspaper or magazine at a later date. During the time that he was an instructor in the University of Texas school of Journalism, there was nothing that the students of his classes liked to do better than to tease him into giving the class period up to a story of one of his trips. When the class did succeed in getting the story, it enjoyed an interesting tale. MR. HORNADAY is now connected with the bureau of public relations. While in the Hawaiian Islands, he visited his son, who is connected with a daily paper at Honolulu. He will be remembered as the editor of the Daily Texan in 1933-34.

W.D. Hornaday mentioned in the society column
Austin Statesman, February 16, 1939

W.D. Hornaday Feted By University Club

Reception Given by Klip Klub
For First Director of Publicity

Honoring W. D. Hornaday, first director of publicity at the University of Texas, a reception was given Sunday afternoon at the Texas Union by the Klip Klub, organization of girls employed in the University students clipping bureau and public relations office.

The occasion also introduced •
Arthur L. Brandon, new director of
public information at the university.

Mr. Hornaday was the founder of
the clipping bureau.

Guests were received by Miss
Lorena Drummond, Mr. Hornaday,
Mr. and Mrs. Arthur L. Brandon,
Miss Carolyn Malone, Mr. and Mrs.
Cecil Cook, Mr. and Mrs. Ed Syers,
Miss Agnes Sandidge and Miss Jer-
milee Holland, club president.

Mrs. J. Z. Drummond served punch
assisted by Miss LaRue McCanne
and other girls of the clipping bu-
reau.

Piano selections were given by
Misses Harriet Cunningham and
Patti McDaniel during the after-
noon.

Reception for W.D. Hornaday, first director of publicity at the University of Texas
Austin Statesman, October 9, 1939

Long Career Of Hornaday Ended by Death

An active newspaper career of 55 years had ended here Monday for William Deming Hornaday, 72. His death followed a heart stroke Sunday. Hornaday's early newspaper work in Texas was before news associations had occupied the field, and he had been correspondent for more than 150 newspapers in the United States, Mexico, Canada and Australia.

Funeral services will be held Tuesday at 10:30 a. m. at Cook Funeral home, with the Rev. Flynn Long in charge.

In 1917 he joined the staff of the University of Texas but continued active newspaper work until his death. His first oil story centered attention on the possibility of oil being under lands owned by the University of Texas and had a part in bringing about their development. His last oil story was a report to trade journals of the November oil proration hearing of the Texas railroad commission.

Hornaday began newspaper work in Indiana in 1887 as a correspondent. He continued it in Columbus, Ind., Denver, Colo., Memphis, Tenn. and came to Texas in 1898. He was staff correspondent of the San Antonio Express at Austin for many years before going to the state university as director of publicity and lecturer in its school of journalism. In 1913-14 he made a trip around the world writing syndicated articles; was a

frequent visitor to Hawaii and so familiar with Mexico that he was publicity director of the national railways of Mexico.

He began his newspaper work before newspaper offices were equipped with typewriters but quickly adopted the newer method of writing. University associates say he never lost his usual affability unless some one used his typewriter in his absence and failed to leave it with the customary spacing and carriage control.

Surviving him are Mrs. Hornaday; two sons, Walter Hornaday of the Dallas News and Joe R. Hornaday of the Houston Post; two daughters, Miss Grace Hornaday of Houston and Mrs. M. G. Walberg of Austin, and a brother, Richard Hornaday of Seattle, Wash.

With his teaching of elementary journalism at the University of Texas he is given credit for launching hundreds of newspaper careers. With his stories of his experiences as a political reporter and a world-wide correspondent for many of the nation's largest newspapers he thrilled and inspired his students.

After coming to the university as director of publicity he later taught journalism and at the time of his death was journalistic research historian.

Hornaday had been in comparatively good health. He was at his desk Saturday and made a trip to town Sunday. Shortly after noon he became ill and died at 4:10 p. m.

"The sudden death of Mr. Hornaday is a great shock to the university community he served so well for a quarter of a century," University Pres. Homer P. Rainey said.

"His success was so outstanding that hundreds of other men and women have followed the pattern he has set for the University of Texas. He won thousands of friends and he has had a prominent part in the great strides and rapid growth of the university.

"Though he retired a few years ago, he has continued to work almost daily at his desk in the journalism building, gathering and writing historical material about the university.

"He has been an ever-willing and helpful counsellor to young journalists. The name of Hornaday stands high everywhere, and we are proud and honored to have had him with us at the university."

Hornaday is said to have fathered the great riches that came to the university through the discovery of oil on the school lands. In the early 1920's, he wrote a news story from a bulletin prepared by Dr. J. H. Udden of the university's bureau of economic geology, discussing the oil possibilities on certain of the school's lands, which led directly to exploration and subsequent development of the Big Lake field. Oil operators read the article in a West Texas newspaper and hence began the exploring.

At the age of 17 Hornaday started his newspaper career contributing items to a democratic newspaper in Indiana. His father was a republican, so he feared to let it be known at home. One day he called on the editor, introducing himself as "your correspondent." Relating the story in recent years, he recalled that the editor tactfully refrained from referring to his tender years, but put him on the mailing list, and the secret was out at home.

His first work in Texas was for the San Antonio Express in 1890. He was capitol correspondent for this newspaper when he was called by Pres. R. E. Vinson to become director of publicity for the university. While in Austin, he was Texas correspondent for the old New York World and for it and other newspapers covered turbulent political and border incidents.

He traveled around the world in 1913-14 as correspondent for a syndicate of papers.

'Thirty' to Story of Service



William Deming Hornaday, 72, who died in his home Sunday of a stroke, is pictured above as the veteran newspaperman he was. His experience spanned more than half a century and his teachings launched hundreds of news writers on their careers.

Honorarium in the Austin newspaper for W.D. Hornaday
Austin Statesman, December 7, 1942

Rites Spoken For Hornaday

Last rites for one of Texas' most beloved newspapermen were said Tuesday morning at Cook's Funeral home.

He was William Deming Hornaday, 72, whose death Sunday ended a long career of newspaper writing and teaching. Since 1917 he had been associated with the University of Texas and was still serving that institution at the time of his death.

The burial service was read by the Rev. Flynn Long, pastor of the Austin Southern Presbyterian church. After reading from the Book of Psalms, the Rev. Long read the famous poem, "Crossing the Bar" by Tennyson and offered a prayer. Mr. Hornaday's numerous friends, including state officials and university professors and many of his former students, were in attendance.

Pallbearers were Dr. L. L. Click, Paul Bolton, A. L. Brandon, DeWitt Reddick, Edmunds Travis and Alonzo Wasson.

Burial was in Oakwood cemetery.

Survivors are his widow; two sons, Walter Hornaday of Dallas and Joe Hornaday of Houston; two daughters, Mrs. W. G. Walberg of Austin and Miss Grace Hornaday of Houston; a sister, Mrs. Giles Hadley of Plainfield, Md.; and a brother, Charles Hornaday of Seattle, Wash.

Funeral for W.D. Hornaday
Austin Statesman, December 8, 1942

Mrs. Hornaday's Funeral Saturday

Mrs. W. D. Hornaday, 80, a resident of Austin for nearly 60 years, died Thursday after an illness of several weeks.

She was the widow of W. D. Hornaday, for many years director of publicity at the University of Texas and a member of the journalism faculty at the University.

Mrs. Hornaday was a member for more than 50 years of the King's Daughters and a member of the First Southern Presbyterian Church. She resided at 2412 Harris Boulevard.

She was the mother of Joe Hornaday, an Austin public relations counsel and of Walter C. Hornaday, Dallas News correspondent in Washington, D. C. She also is survived by two daughters, Mrs. Helen Walbert of Austin and Miss Grace Hornaday of Houston and five grandchildren, Billy Hornaday, Joe Hornaday Jr. and Martin D. Walbert, all of Austin and Mrs. Glenn Jones of Houston and Jon Hornaday of Washington, D. C.

Services will be held Saturday at 2 p. m. at the Weed-Corley Chapel, the Rev. Flynn V. Long officiating. Private graveside services will follow at Oakwood Cemetery.

Funeral for Margie Hornaday
Austin Statesman, April 13, 1951

Edward D. and Lucille Bridges (ca. 1952 – ca. 1967)

Edward and Lucille Bridges appear in the 1940 U.S. Census at 311 W. 21st Street in Austin. Edward Bridges was 38, had been born in Texas, and was the proprietor of a retail grocery store. Lucille Bridges was 38, had been born in Louisiana, and had no occupation listed. They had two sons, Bill Eakin, 19, who listed as absent; and Don Bridges, 8. Bill Eakin was born in Louisiana and was a clerk in a retail grocery store. He lived in Longstreet, DeSoto Parish, Louisiana in 1935. Don Bridges was born in Texas.

His 1942 World War II draft card shows that Edward Donald Bridges was born in Mount Vernon, Texas in 1898, and was living in Austin, where he operated the Ed Bridges Food Store. He was 5'-10" tall, weighed 163, and had a light complexion with brown hair and gray eyes. His next of kin was Lucille Thompson Bridges.

Lucille Bridges died in 1981; her death certificate shows that she and Ed Bridges were living in Richardson, Texas at that time. Edward D. Bridges died in 1988. Both are buried in Dallas.