

Against the backdrop of Houston in the 1980s, there is much about Will Hogg's approach to improving his city which appears curiously naive. His stubborn insistence on dressing-up Houston with crepe myrtle bushes, more trees, and better gardens is a woefully inadequate solution to the problems of urban sprawl. Similarly, from what we now know of Houston's shoot-from-the-hip individualism, Hogg's belief that zoning was possible in the Bayou City seems unrealistic. It would be difficult indeed to imagine an orderly and efficient Houston in place of the cacophonous, though dynamic, community that is today's "City of Tomorrow."

In another sense, however, Will Hogg's contributions to his city are much more permanent. Whatever we may think of his faith in zoning and urban planning as a way to create a more beautiful Houston, it is an inescapable fact that he achieved those goals on a private level in River Oaks. It is equally true that what remains of the original civic center is also a lasting tribute to the dedication and influence of Will Hogg. It is no coincidence that both are among the handsomest and most enduring parts of the city. There are rivals to their beauty and planning, of course; parts of South Main Boulevard, the Shadyside subdivision, and Rice University are at least of equal design. But whether they were built by Hogg or others, these areas serve as dramatic reminders that, in Houston at least, the best in city planning and civic consciousness were the private contributions of a few and not the collective efforts of many.

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PUBLIC ART AND PRIVATE PLACES: SHADYSIDE

BY STEPHEN FOX

The Houston subdivision of Shadyside is a 38 acre residential neighborhood located at the intersection of South Main Street and Montrose Boulevard. Set in the one portion of Houston planned according to the principles of the Civic Art Movement, Shadyside represents a paradox. Although developed in response to the standards of public planning set by Rice Institute and by the Houston Board of Park Commissioners at Hermann Park, Shadyside was envisioned—and has been maintained—as a preserve of single-family houses. As an examination of the correspondence of Joseph Stephen Cullinan, the oil operator responsible for creating Shadyside, reveals, he was intent on maintaining the integrity of this broad civic gesture in the development of the neighborhood.¹ This concern led him to retain George E. Kessler, the St. Louis landscape architect responsible for planning Houston's public park system, to lay out Shadyside and to advise on its development. It also led both Cullinan and a number of his friends and associates to support the establishment of other public institutions in the area to enhance its general character and maintain its exemplary quality.

The Civic Art Movement aimed to improve urban life through the intervention of rational planning methods and the systematic coordination of architecture and landscape design. In Houston it received its first, and most compelling, demonstration in the construction of a campus for the Rice Institute. Between the fall of 1908 and the spring of 1909, the trustees of the new university purchased 277 acres of land west of Main Street Road, 1½ miles south of the city limit. The Institute's president, Edgar Odell Lovett, commissioned the Boston architects Cram, Goodhue & Ferguson to prepare an ambitious general plan for the site and to design the initial buildings. When the Institute opened in September, 1912, it presented a stunning image of what planning and architecture could achieve in the service of a "progressive" civic consciousness.²

¹The principal source of information for this essay has been the Joseph Stephen Cullinan correspondence collection, now deposited at the Houston Metropolitan Research Center. For assistance with the preparation of the article, acknowledgement is due to the staff of the HMRC, the staff of the Texas and Local History Department of the Houston Public Library; the staff of the Woodson Research Center, Fondren Library, Rice University; to Jan Henry, stenographer; and especially to Howard Barnstone, David Courtwright, Alice Myrick Scardino, John F. Staub and Drexel Turner.

²See "The General Plan of the William M. Rice Institute and its Architectural Development, 1909-1941," (1978) to be published as monograph 29 in the *Architecture at Rice* series. Also Werner Hegemann and Elbert Peets, *The American Vitruvius: An American Architect's Handbook of Civic Art* (New York, 1922), p. 125.

Mayor Horace Baldwin Rice, a nephew of the donor of the Rice Institute, inaugurated the city's first park commission in 1910, the year that construction was begun on the Institute's buildings. His action received the approbation of both daily newspapers and the Chamber of Commerce, an organization which had promoted several landscape beautification projects.³ Rice appointed three men to the commission: the attorney Edwin B. Parker, an amateur horticulturalist; the real estate investor George H. Hermann; and William A. Wilson, developer of the suburban community of Woodland Heights.⁴ In early 1912, the three commissioners announced that they had, at their own expense, hired Arthur Coleman Comey, a landscape architect from Cambridge, Massachusetts, to prepare a park report for Houston. Released in 1913, Comey's report, "Houston: Tentative Plans for Its Development," was actually a comprehensive city plan document. Comey endorsed the notion of extending, paving and "parking" Houston's Main Street from the South End, the most affluent residential section of the city, to Bellaire Boulevard, restricting it to "pleasure driving only." He further proposed that a site for a large municipal park be acquired in the vicinity of the Rice Institute.⁵ Whether or not Comey was aware of it, much of this land was owned by George H. Hermann. One year later, in May, 1914, Hermann presented the City of Houston with 287 acres of land along Almeda Road, to the east of Main Street Road. The gift was designated for a park site.⁶

The public support which the parks and boulevards movement and city planning enlisted in Houston testifies to the extent to which the city was perceived as physically deficient. Inadequate municipal improvements and unrestricted development left Houston with a haphazard and ragged appearance. Traffic circulation was impeded by the lack of a city-wide thoroughfare system. Most disturbing to middle class citizens was the threat which industrial and commercial expansion posed to the stability of residential areas. A series of residential neighborhoods in the South End was developed in implicit response to this threat. Westmoreland Place, platted in 1902, and Courtlandt Place, platted in 1907, both employed planning and legal devices to insure stability. Each was indebted to a form of suburban development popularized in St. Louis and known as the "private place." Courtlandt Place

³"Park Commission," *Houston Daily Post*, March 29, 1910, p. 11; "Foresight in Park Purchasing," *Progressive Houston*, 3 (August, 1911), unpg. On the Chamber of Commerce's projects see "Completes Work," *Houston Daily Post*, April 2, 1911, p. 15.

⁴Edwin B. Parker (1868-1929) was a partner in the firm of Baker, Botts, Parker & Garwood. He had been involved in the layout of the new Houston Country Club on South Wayside Drive and in the landscape design for his own house, The Oaks, for which George E. Kessler apparently provided assistance. See "Houston Country Club Grounds," *Houston Daily Post*, August 22, 1909, p. 20; Willie Hutcheson, "Two Views of 'The Oaks,' The Beautiful Home of Mr. and Mrs. Edwin B. Parker," *Houston Daily Post*, October 27, 1912, p. 51; and the brochure, "The Garden Club of America Annual Meeting, Houston," (1939) in the "Architecture" vertical file, Texas and Local History Department, Houston Public Library.

⁵"Exhaustive Park Report," *Houston Daily Post*, February 11, 1912, p. 30. See Arthur Coleman Comey, "Houston: Tentative Plans for Its Development," (Boston, 1913), pp. 38-39.

⁶"George Hermann Will Give 285 Acres to Houston for a Park," *Houston Daily Post*, May 17, 1914, p. 25. George H. Hermann (1843-1914), in addition to his real estate interests, was president of the Tel-Electric Company and a vice-president of the Houston Car Wheel and Machine Company.

was a paradigm of this type. It comprised an esplanaded boulevard two blocks long onto which all house sites faced. Pairs of massive piers stationed at each end of the boulevard denoted its special status as an enclave. In 1912, a community group, the Courtlandt Association, was formed to enforce the land use, occupancy and building restrictions incorporated into the deed of sale to each lot.⁷

Courtlandt and Westmoreland set the pattern for subsequent real estate activity in the South End. Montrose Place, developed along the western edge of the two earlier places in 1910 and 1911, was much larger in area but repeated their planning layouts.⁸ From three boulevards an orthogonal array of streets and blocks spread out. This yielded house sites for a more economically variegated and less socially restricted clientele than Courtlandt Place where lot owners tended to be related to each other or associated in business. South of Montrose Place the R.S. Sterling Investment Company engaged architect George Freuhling to lay out another private place in 1914. Called Rossmoyne, it was aligned along a three block, divided boulevard. In February of that year, J.S. Cullinan contracted with the company's president Ross S. Sterling, a real estate investor and oil operator, to purchase a 1 $\frac{3}{4}$ acre lot on Rossmoyne Boulevard, at the principle entrance to the subdivision.⁹

Cullinan's decision to acquire a house site for himself and his family followed a reversal in circumstances that nearly took him from Houston. In November, 1913, after a dispute with stockholders over administrative policy, Cullinan resigned as president of the Texas Company, an oil drilling, refining and marketing corporation he had organized in Beaumont in 1903 and moved to Houston in 1905.¹⁰ The Cullinan family apparently considered moving to Washington, D.C.,¹¹ but a drilling venture Cullinan undertook with several close friends and associates in early 1914 resulted in the discovery of large oil reserves in the Humble field north of Houston. This change in fortune

⁷Howard Barnstone, "Some Houston Neighborhoods," lecture delivered at the Museum of Fine Arts, Houston, in the Rice Design Alliance series, "Great American Neighborhoods," April 4, 1978. Documents relating to the development and organization of Courtlandt Place are contained in files 522, 678 and 775 of the James Lockhart Autry Papers, Woodson Research Center, Fondren Library, Rice University. On the private places of St. Louis, see S.L. Sherer, "The 'Places' of St. Louis, a Form of Suburban Community Peculiar to the World's Fair City," *House & Garden*, 5 (April, 1904) pp. 187-191. It should perhaps be noted that one of the most exclusive places in St. Louis was called Westmoreland Place. Other cities also emulated this type: Louisville possessed St. James Court (ca. 1889), New Orleans had Audubon Place (ca. 1895), Los Angeles had Chester Place (1895) and Kansas City had Janssen Place (1897).

⁸Montrose Place contained 165 (eventually 260) acres. Houston's Westmoreland Place was also made up of several streets, unlike Courtlandt Place. In magnitude and appeal, Montrose Place was analogous to Munger Place, a 300 acre Dallas subdivision opened in 1905. See William L. McDonald, *Dallas Rediscovered: A Photographic Chronicle of Urban Expansion, 1870-1925* (Dallas, 1978), pp. 155-164.

⁹Correspondence regarding the proposed purchase is contained in file 636 of the Autry Papers.

¹⁰The most complete biographical information on J.S. Cullinan is contained in John O. King, *Joseph Stephen Cullinan: A Study of Leadership in the Texas Petroleum Industry* (Nashville, 1970) which, however, is largely restricted to an examination of Cullinan's business career.

¹¹Correspondence with and brochures from Washington real estate agents in Cullinan's correspondence file from late 1913 and early 1914 indicate that this was the case. King mentions that Cullinan was urged by friends to move from Houston after his resignation. King, *Cullinan*, pp. 196-197.

apparently induced Cullinan to remain in Houston and consequently to embark on the planning of a new suburban house.¹²

J.S. Cullinan conducted his business affairs with inexhaustible attention to detail. Although a decisive personality, he rarely failed to consult those in whose expertise he trusted before taking any action. These traits are disclosed in his correspondence regarding the Rossmoyne property. Cullinan made closing with the Sterling Investment Company contingent on a number of provisions, such as approval of the plat and deed restrictions before they were filed, a stipulated interval within which improvements would have to be made, and a rearrangement of Freuhling's preliminary plat to spare a number of trees which would otherwise fall within the boulevard right-of-way. After Sterling indicated his willingness to abide by these conditions, Cullinan contacted Alfred C. Finn, a Houston architect, with the request that he prepare sketches for a garage, barn and a "brick house of English type" containing a specified number of rooms. Cullinan warned Finn that the sketches were for study purposes only and were to imply no further obligation on Cullinan's part.¹³

While negotiations with Sterling Investment Company were underway, Cullinan's first known encounter with George E. Kessler occurred. While traveling from Kansas City to Dallas by train in early May, 1914, the two became engaged in a conversation about city planning, an exchange which evidently impressed Cullinan.¹⁴ Kessler was then at the height of his career as a landscape architect and planner. His reputation proceeded from the work he had done as engineer to the Kansas City Park Commission. Beginning in 1892, he ultimately devised, assembled and executed a city-wide system of parks and parkway boulevards in Kansas City which became a model of its kind in the United States. In 1902, Kessler was invited to become landscape architect for the Louisiana Purchase Exposition in St. Louis, and at the close of the fair in 1904 he was chosen to restore Forest Park where it had been staged. Kessler's consulting practice spread throughout the United States; he was responsible for major public planning projects in Cincinnati, Denver, Indianapolis, Memphis, Syracuse and in Mexico D.F. In 1904, Kessler replanned the exposition grounds of the Texas State Fair in Dallas. Six years later, the Dallas Board of Park Commissioners retained him to prepare a city plan for Dallas, the first such document authorized for a Texas city.¹⁵

¹² Cullinan and associates formed the Farmers Petroleum Company (a predecessor of the American Republics Corporation) in May, 1914 to exploit the extremely productive Humble tract. King, *Cullinan*, pp. 197-199.

¹³ J.S. Cullinan to R.S. Sterling, February 17, 1914 and February 23, 1914; Cullinan to Alfred C. Finn, February 23, 1914. Aury Papers, file 636.

¹⁴ Cullinan to George E. Kessler, May 23, 1914. The Cullinan papers were not completely processed at the time of writing. Hence, no reference to file or box number is made.

¹⁵ The only published biographical account of George E. Kessler (1862-1923) is in William H. Wilson, *The City Beautiful Movement in Kansas City* (Columbia, Mo., 1964), pp. 40-44. Fortunately his public planning work in Texas has been documented by Sarah Elizabeth Campbell in "George E. Kessler, Landscape Architect to City Planner: His Work in Texas Cities," (M.A. thesis, University of Texas, 1978). Kessler spent his boyhood in Dallas. His work reveals a fundamental debt to the planning tradition initiated by Frederick Law Olmsted, for whom Kessler briefly worked in 1882. For an overview of this tradition see Albert Fein, *Frederick Law Olmsted and the American Environmental Tradition* (New York, 1972).

Kessler's activities did not go unnoticed in Houston. The industrialist Edward A. Peden, president of the Chamber of Commerce, commented approvingly in an official address on Kessler's recommendation to the city of San Antonio that it have a city plan prepared. The April, 1912 issue of *Progressive Houston*, a monthly magazine published by the city, carried an article unfavorably comparing Houston with Dallas's city planning "progress," concluding with the resolution that "Houston should follow suit."¹⁶ Returning from his journey in May, 1914, Cullinan was of like mind and immediately contacted the new mayor, Ben Campbell, and a number of influential businessmen connected with the Chamber of Commerce to urge that Kessler be consulted for his advice on planning in Houston. In response, Campbell sent Cullinan a copy of Comey's report. Cullinan in turn commended the report, stressing the urgency with which some of its proposals required implementation. He advised the mayor that this could best be done under Kessler's guidance. Cullinan spent nearly one year in quiet but persistent prompting before the Board of Park Commissioners appointed Kessler as consulting landscape architect in early 1915.¹⁷ George Hermann had died in October, 1914, leaving his entire estate as a charitable trust to benefit the citizens of Houston. Within two weeks of Hermann's death, Houston voters approved a bond referendum allotting \$250,000 for park improvements. In addition, the Board of Park Commissioners purchased a 122½ acre strip of property along the west boundary of Hermann's donation so that the future Hermann Park might extend all the way to another project which passage of the bond issue made feasible, a paved and "parked" Main Boulevard.¹⁸

In the six month interval that elapsed between Hermann's donation of the park land and his death, he and Cullinan had consulted about nearby real estate. Since the Sterling Investment Company had not met Cullinan's conditions, he had not closed on the Rossmoyne property. Hermann communicated to Cullinan his concern that development of the tracts bordering the park and Rice Institute (most of it open pasture or timberland) be carried out in a manner that would not detract from its civic potential. Cullinan was intrigued by this notion and proposed that Hermann sell him a triangular tract of 36 2/10 acres lying just north of the Rice Institute campus on the west side of Main Street Road. According to Cullinan's later recollections, Hermann had agreed to this proposition but the two men had

¹⁶ "Mr. E. A. Peden," *Progressive Houston*, 3 (September, 1911), unpg; "City Planning as to Houston and Dallas," *Progressive Houston*, 3 (April, 1912), unpg.

¹⁷ Cullinan to Ben Campbell, May 27, 1914; Ben Campbell to Cullinan, May 29, 1914; Cullinan to Will C. Hogg, June 3, 1914; Cullinan to Ben Campbell, June 30, 1914; Cullinan to George E. Kessler, November 12, 1914. The file contains letters from Samuel Fain Carter and Jesse H. Jones to Cullinan supporting his suggestion that Kessler be consulted. Kessler met with the Board of Park Commissioners in January, 1915. His appointment seems already to have occurred by March of that year. Lindsey H. Dunn to Cullinan, January 4, 1915, Cullinan Papers. See also the *Illustrated City Book of Houston* (Houston, 1915), pp. 71, 83-84, 403-404; and "Houston to Have Modern Park System," *Houston Daily Post*, May 2, 1915, p. 4.

¹⁸ George E. Kessler to Cullinan, October 21, 1914; Cullinan to George E. Kessler, November 10, 1914; Ben Campbell to Cullinan, July 15, 1915, Cullinan Papers.

not settled on a price at the time of Hermann's death.¹⁹ The matter was reopened in October, 1915 when Jules J. Settegast Jr., a business associate of Hermann's and one of the three executors of his estate, approached Cullinan to inquire whether Hermann had not agreed to sell him the property. Cullinan acknowledged that negotiations had taken place but without a settlement concluded. Further negotiations ensued and on February 8, 1916, Cullinan purchased the Hermann triangle for slightly less than \$30,000.²⁰

The property was flat but dotted with light tree growth. Cullinan, an avid horticulturalist and ornithologist, immediately acted to protect existing vegetation from neighboring land owners who were accustomed to cut timber and run their livestock on the property. He also brought in a foreman and crew from his Pasadena farm to clear the site. To plan and supervise the development of his new tract, Cullinan retained Herbert A. Kipp. Kipp was a civil engineer who came to Houston with the United States Department of Agriculture to advise on drainage.²¹ In the fall of 1915, he became the Park Board's resident engineer, charged with executing Kessler's plan.

Cullinan's intentions for the Hermann tract are disclosed in cursory form in several letters dating from April, 1916. He advised Robert Lee Blaffer (an oilman who had also come to Houston from Beaumont and had interests in the Humble field) that he planned to subdivide the property, either placing it on the open market if surrounding property owners threatened inharmonious development or offering house sites "to a few friends and congenial neighbors in acreage lots."²² This alternative was amplified in an exchange of memorandums with Will C. Hogg, a friend who shared an interest in Cullinan's oil companies and was vice-president of Fidelity Trust Company which Cullinan had organized and of which he was president. Hogg conveyed to Cullinan a suggestion by his sister Ima that a unifying architectural style be adopted for all future construction on the property—most appropriately Italian to harmonize with the buildings of the Rice Institute—and that a single architect be selected to carry out this work. Cullinan replied that Miss Hogg's advice was consistent with George Hermann's concern about development in the area. Consequently he consulted Kessler, Kipp, the City Engineer, the Mayor, the executors of the Hermann Estate and the supervising architect of the Rice Institute "with a view of having it all harmonious."²³

¹⁹Autry Papers, files 636 and 660. Cullinan to J.L. Autry, December 2, 1915; Cullinan to Margaret Cullinan Wray, April 18, 1936. In the letter to his daughter, Margaret, Cullinan wrote that in his negotiations with the Hermann estate trustees, he "came to an agreement on a basis several thousand dollars above what I had considered its value. After we had signed the papers, Mr. Settegast told me that in negotiating with me he had been acting on the orders and instructions received from George Hermann on his deathbed." Cullinan characterized Hermann as a "hard trader."

²⁰W.W. Moore to Cullinan, February 8, 1916, Cullinan Papers.

²¹Herbert A. Kipp was responsible for the layout of many Houston subdivisions in the 1920s and 1930s. As vice-president of the River Oaks Corporation (originally Country Club Estates, Inc.), he oversaw all engineering work in the development of River Oaks.

²²Cullinan to R.L. Blaffer, April 7, 1916; Will C. Hogg to Cullinan, April 6, 1916; Cullinan to Will C. Hogg, April 7, 1916, Cullinan Papers.

²³William Clifford Hogg (1875-1930) was the eldest son of Governor James Stephen Hogg. Governor Hogg had been one of the group of investors who invited Cullinan to come to Beaumont in 1901 to administer their operations at Spindletop. After the Governor's death in 1906, Will Hogg became associated with Cullinan. King, *Cullinan*, pp. 97-102. See also John A. Lornax, "Will Hogg, Texan," *Atlantic Monthly*, 165 (May, 1940), pp. 662-673.

The remainder of the spring and summer of 1916 was devoted to working out a plan of improvement and investigating methods of community organization and maintenance. By July, Kipp had apparently devised a plat which satisfied Cullinan. The north corner of the triangle (where the central boulevard in Montrose Place had been extended south to intersect Main Street Road) was reserved for Cullinan's house site. South of this juncture, two parallel streets were to enter the property perpendicular to Main Street, each terminating in a circular turn-around. Along the lower boundary, between the Cullinan property and the Rice Institute, a third parallel street was planned; another street was projected along the diagonal west boundary to link Montrose Boulevard to the lower boundary road. Cullinan encountered difficulties with this plan when property owners to the west were unwilling to donate right-of-way for the diagonal connection²⁴ and although the Rice Institute joined Cullinan in donating right-of-way for a road along their common boundary, the city was slow to effect improvements.

The plat provided between 20 and 22 sizeable lots (in addition to the two reserved for the Cullinan house) in a serviceable but unimaginative arrangement. Fortunately Kessler, in Houston to consult with the Park Board in September, 1916, drastically modified this layout.²⁵ Less mechanical in aspect, his plat still incorporated 22 lots, lettered A through V. Kessler's diagram retained the two streets entering from the proposed Main Boulevard, but the northernmost street curved gently in a full 90 degree arc, meeting the southernmost street at a perpendicular intersection then proceeding straight to the lower boundary line road. Where the two roadways met, a landscaped court containing an ample turn around was situated. As on the earlier plat, the roadways were divided in several places around groups of trees in the right-of-way.²⁶

This picturesque configuration of curving lanes and landscaped courts was a romantic alternative to the rectilinear pattern of the private place and it bespoke a general trend in both suburban planning and domestic architecture in the decade after 1910. Increasingly, residential subdivisions sought to break with the orthogonal grids characteristic of nineteenth-century U.S. cities.²⁷

²⁴Cullinan to H.A. Kipp, July 18, 1916; Cullinan to W.W. Moore, April 6, 1916. Cullinan Papers. One of the west side property owners tried to revive interest in a diagonal street in March, 1918, but Cullinan replied that he no longer cared to donate right-of-way. Nonetheless, the 30 foot deep "planting strip" shown on the plat map derived from the right-of-way.

²⁵H.A. Kipp to Cullinan, September 23, 1916; Cullinan to James P. Jamieson, September 26, 1916; Cullinan to W.W. Moore, September 27, 1916; H.A. Kipp to James P. Jamieson, September 30, 1916, Cullinan Papers.

²⁶Cullinan wrote Hogg that "the final plat was not the work of either Mr. Kipp or myself, but was planned by Mr. Kessler, who has indicated marked interest in the development of that property. In connection with his general scheme for park boulevards and other improvements in the South End, he was good enough to not only give me the benefit of his ideas, but to put same on paper from which the final details were worked out." Cullinan to Will C. Hogg, October 24, 1916, Cullinan Papers.

²⁷The English tradition of romantic landscape gardening had been applied to Llewellyn Park, New Jersey, the first garden suburb in the United States, by Llewellyn Haskell and his landscape gardeners, Eugene A. Baumann and Howard Daniels, in the 1850s. Frederick Law Olmsted and Calvert Vaux adopted a similar layout at Riverside, Illinois, a Chicago suburb planned in 1869. The first Houston subdivision to conform to this trend was Forest Hill, planned in 1910 by the Kansas City landscape architect Sid J. Hare for the Vaundun Company; it lay across Bray's Bayou from the Houston Country Club.

Domestic architecture responded to this impulse by seeking inspiration in the vernacular building traditions of Europe. Kessler had become identified with this tendency as the initial planner of two suburban developments which were to exert tremendous influence in residential planning: Roland Park in Baltimore and the Country Club District in Kansas City.²⁸ But once again a St. Louis source is suggested by the suburban enclave of Brentmoor Park, laid out alongside the campus of Washington University in 1909 by Henry Wright, a protegee of Kessler's.²⁹

Comprising 35 acres, Brentmoor Park was cooperatively developed by ten stockholders, most of whom intended to erect houses there. Unassigned lots were sold directly to prospective residents rather than on the open market. Building restrictions were framed to encourage the harmonious development of houses and landscaping and most of the house sites were oriented toward an elongated private parkway around which the central thoroughfares curved. The architectural aspect of Brentmoor Park was also impressive. Its large houses reflected the new eclectic taste. Two of them were designed by James P. Jamieson, an architect who came to St. Louis in 1900 to supervise the construction of the new campus of Washington University for the Philadelphia architects Cope & Stewardson.³⁰ In May, 1914, when Cullinan and Kessler met, Kessler had suggested Jamieson as architect for the house Cullinan was planning to build in Rossmoyne. Cullinan and Jamieson were briefly in contact before the Rossmoyne project collapsed. In June, 1916, Cullinan renewed the commission.³¹

Jamieson traveled to Houston in mid-July to confer with Mr. and Mrs. Cullinan. Sketch revisions mailed to them from St. Louis upon his return indicate that the general form of the house as constructed must have been arrived at immediately.³² In almost every respect Jamieson's sketches conformed to the specifications which Cullinan had transmitted to Alfred C. Finn in early 1914: a three story house of "English type or along these lines."

With the plat fixed, Cullinan was able to award a contract for street paving in November, 1916. In early August, the Cullinan family—"our folks"

²⁸On Roland Park and Kessler's involvement see Harry G. Schalck, "Planning Roland Park, 1891-1910," *Maryland Historical Magazine*, 67 (Winter, 1972), pp. 419-428; and Harry G. Schalck, "Mini-Revisionism in City Planning History: The Planners of Roland Park," *Journal of the Society of Architectural Historians*, 29 (March, 1970), pp. 347-349. The extent of Kessler's involvement in the Country Club District is not easy to ascertain from published sources. J.C. Nichols and Associates began the enterprise in 1907 and Hare & Hare took over its planning in 1913. See Wilson, *The City Beautiful Movement in Kansas City*, pp. 130-131 and "J.C. Nichols Builds Again," *The Architectural Forum*, 60 (October, 1934), p. 303. Also Norman T. Newton, *Design on the Land: The Development of Landscape Architecture* (Cambridge, 1974), p. 471. Kessler also laid out several sections of the Dallas suburb of Highland Park, the first garden suburb in Texas. See "Highland Park Lands Originally Texas Republic Grant," *Dallas Morning News*, October 1, 1935, sec. 7, p. 12.

²⁹See David E. Tarn, "Co-operative Group Planning," *The Architectural Record*, 34 (November, 1913), pp. 467-475. On Wright's association with Kessler see Clarence S. Stein, "Henry Wright, 1878-1936," *American Architects and Architecture*, 143 (August, 1936), pp. 23-24. Wright worked in Kessler's office from 1902 until 1909.

³⁰On James P. Jamieson (1867-1941) see Henry F. Withey and Elsie Rathbone Withey, *Biographical Dictionary of American Architects (Deceased)* (Los Angeles, 1970), p. 321.

³¹James P. Jamieson to Cullinan, May 4, 1914; Cullinan to James P. Jamieson, May 14, 1914; James P. Jamieson to Cullinan, June 16, 1916, Cullinan Papers.

³²James P. Jamieson to Cullinan, July 8, 1912 and July 20, 1916, Cullinan Papers.

as Cullinan characteristically referred to them—had chosen the name Shadyside for the new subdivision. The curving street was called Remington and the short, straight street became Longfellow. At Kipp's suggestion the boundary line thoroughfare between Rice and Shadyside was designated Sunset "on account of the wonderful sunset effects in combination with the Rice Institute buildings that can be seen from any point on the street."³³ Cullinan's contract with the Eureka Paving Company covered not only improvements within the subdivision but paving work on Montrose Boulevard and the new Main Boulevard. Where Main and Montrose met, in front of the Cullinan house site, Kessler had located a traffic ellipse—called the sunken garden—to mark the principal entrance to Hermann Park.

Within the triangle of land resulting from the convergence of Main and Montrose, Cullinan acted to further assure integral development of the area. At the same time he purchased the Shadyside tract, he learned that the Hermann Estate, honoring a verbal commitment made by George Hermann shortly before his death, intended to donate a portion of this three acre site to the Houston Art League, which hoped to erect an art museum there. Cullinan was of the opinion that anything less than the entire block would be inadequate, a view with which Kessler concurred. Mr. and Mrs. Cullinan therefore purchased the remainder of the tract from the Hermann Estate and presented it to the Art League, which took possession of the site in August, 1916.³⁴

Integrity of development within Shadyside prompted an examination of restrictive covenants and methods of community organization. Cullinan contacted a Washington D.C. real estate agency (with which he did business) about practices in the Washington area. Kessler sent a copy of the restrictions in effect in Vandeventer Place, the most venerable of the St. Louis private places. Cullinan also took advantage of the experience of his legal adviser, Judge James Lockhart Autry, vice-president and general counsel of the Fidelity Trust Company. Autry, who lived in Courtlandt Place, was a stockholder in the Courtlandt Improvement Company and a trustee of the Courtlandt Association. The task of actually framing the restrictions fell to another trusted associate, Judge William Wright Moore, a corporation lawyer who had become Autry's partner in 1915.³⁵

By the end of 1916, Moore had compiled the restrictions in a trust document called "Agreement Creating Shadyside." The agreement defined the purpose and scope of the trust and established land use, occupancy, setback and building restrictions. Three trustees were authorized to oversee

³³W.W. Moore to J.L. Clancy, November 2, 1916; Cullinan to H.A. Kipp, August 4, 1916; H.A. Kipp to Cullinan, August 5, 1916, Cullinan Papers.

³⁴The Hermann estate had stipulated in selling the Shadyside property to Cullinan that he contribute as much right-of-way as necessary for the Main Boulevard traffic ellipse. Cullinan to W.W. Moore, February 2, 1916; Cullinan to J.J. Settegast Jr., April 13, 1916, Cullinan Papers. See Donnelley Erdman and Peter C. Papademetriou, *The Museum of Fine Art, Houston: Fifty Years of Growth, 1922-1972* (Houston, 1972), p. 3.

³⁵Cullinan to Charles S. Robb, June 21, 1916; Cullinan to W.W. Moore, September 27, 1916; Cullinan to J.L. Autry, July 22, 1916; J.L. Autry to Cullinan, August 9, 1916, Cullinan Papers. On James Lockhart Autry (1859-1920) see King, *Cullinan*, p. 77. On William Wright Moore (1872-1948) see Ellis A. Davis and Edwin H. Grobe (eds.), *The New Encyclopedia of Texas*, 1, (Dallas, ca. 1925), p. 426.

and enforce these regulations and to levy assessments for maintenance of and improvement to jointly held property. This included the subdivision's streets and utilities which were explicitly defined as non-public. The agreement was to remain in effect for 50 years, after which streets, sidewalks and utilities would revert to public ownership.

Kipp prepared the final plat map to coincide with the terms of the agreement. Setback lines were graphically indicated for each of the 22 lots. Easements were reserved along common lot lines for utilities, which the terms of the agreement specified were to be carried in subterranean conduits. A reserve for planting, 30 feet deep, ran along the entire west boundary. To signify that they were not public streets, Remington and Longfellow were each designated a lane.³⁶ A certain urgency prevailed in the preparation of these documents for Cullinan hoped to make lots available by January, 1917. It was decided that the Fidelity Trust Company, through the company's secretary, B.W. Ward, would act as exclusive agent for property in Shadyside.³⁷ A price list was prepared. The 20 available lots were cumulatively valued at \$298,500, just under ten times what Cullinan had paid the Hermann Estate for the property. This figure was intended to reflect the cost of improvements to the property, for in his correspondence Cullinan emphasized that the development was not being undertaken for profit. The most expensive lots were A, B, C and D, the four lined up along Main Boulevard. These Main Street lots, each about 1¾ acres in area, were valued at \$28,500 each. West of this tier, along Longfellow and Sunset, lay a double tier of lots each comprising about 1 acre. Between Remington Lane and the west boundary line lay the largest lot, Q (at 2 acres) and the smallest lot, L (at ¾ acre).

By January 1, 1917, B.W. Ward began to compile a list of individuals interested in the new development. Each party was asked to select three lots on a first, second and third choice basis and Ward was instructed to note the chronological order in which prospective buyers made their choices. Since Cullinan was not prepared to sell any of the lots until improvements were completed, he advised Ward to be careful of making "committals" to any of the inquirers.³⁸ The individuals on Ward's list were prosperous Houston businessmen or their wives and it appears that in most instances these people were responding to overtures made by Cullinan. Included among these were Cullinan's youngest brother John Francis Cullinan, Harvey J. Cullinan, president of Eureka Paving Company, and a number of men associated with various enterprises in which Cullinan was interested. Several people, like Emerson F. Woodward, Thomas P. Lee, Will C. Hogg, Ralph C. Holmes, Francis Marion Law, Robert Lee Blaffer and Lorenzo J. Boykin, had been acquainted with Cullinan in Beaumont and, like him, had relocated to Houston. Cullinan was especially eager that Estelle Boughton Sharp, widow of the industrialist Walter B. Sharp and a close friend of the Cullinan family,

³⁶Cullinan to W.W. Moore, October 20, 1916 and October 26, 1916; W.W. Moore to B.W. Ward, October 31, 1916; Copy of proposed indenture establishing trusteeship, n.d.; Copy of "Agreement Creating Shadyside; H.A. Kipp to Cullinan, August 15, 1916, Cullinan Papers.

³⁷B.W. Ward to Howard Nash, November 17, 1916. Also typescript, "Shadyside—Schedule of Prices," Cullinan Papers.

³⁸"Shadyside—List of Prospective Participants, January 1st, 1917," and Shadyside—Schedule of Lots (Revised January 1st, 1917), Cullinan Papers.

acquire a house site in Shadyside. When Will Hogg asked that lot Q be reserved for him, Cullinan replied with an unusual display of enthusiasm, commending Hogg's choice and telling him that George Kessler considered it "not only the most desirable location in Shadyside, but . . . the most attractive in the south."³⁹

After work on the storm sewers and the paving was completed in early 1917, Cullinan authorized Kipp to begin landscaping. To conform to Kessler's planting plan for Main Boulevard, live oaks were laid out in staggered rows all along Shadyside's east boundary. To maintain continuity with planting at the Rice Institute, Armour River privet hedges were planted along Montrose and Main to define the subdivision's edge. Cullinan wrote Kipp that he preferred Spanish oaks or pin oaks for the street trees within Shadyside, as they would be more in harmony with existing tree growth.⁴⁰

In early 1917, the drawings for the Cullinan house were being completed in St. Louis. Cullinan had already selected as general contractor Frank Heidelberg, who was responsible for building a number of large houses in Courtlandt Place and Montrose Place. Jamieson came to Houston at the beginning of February to present the drawings and specifications. Since Heidelberg's estimate was considerably higher than Cullinan had anticipated, Jamieson was instructed to make cost-cutting revisions.⁴¹ Because of the international crisis, Cullinan was uncertain about beginning construction work, but after some delay he awarded a contract to Heidelberg for the house, garage and stables in mid-April, 1917. By the terms of the contract, Cullinan could halt construction at any time he deemed advisable.⁴² H.A. Kipp was delegated to oversee construction.

After the United States entered World War I in April, 1917, Cullinan decided to postpone the installation of permanent electrical and telephone connections in Shadyside. Water and sewer lines had already been laid, but they were not connected to the city mains. Construction continued on the Cullinan house, but the lots were withdrawn from the market for the duration of the war although inquiries were still invited. In July, 1917, however, Cullinan sold lot L to Henry W. Stude, a real estate developer and president of the Texas Bread Company. By mutual agreement, deed to the property was withheld until Cullinan was officially ready to offer the lots for sale. During the war, Cullinan served as advisor to the United States Food Commission and was often in Washington.⁴³

³⁹Cullinan to Mrs. W.B. Sharp, October 24, 1916 and November 6, 1916; Cullinan to Will C. Hogg, October 24, 1916, Cullinan Papers.

⁴⁰Cullinan to J.L. Clancy, October 26, 1916 and November 8, 1916; Cullinan to H.A. Kipp, January 2, 1917, January 4, 1917 and February 15, 1917; H.A. Kipp to Cullinan, January 4, 1917; H.A. Kipp to Teas Nursery Company, February 17, 1917, Cullinan Papers.

⁴¹James P. Jamieson to Cullinan, January 4, 1917, February 6, 1917, August 9, 1916 and March 3, 1917; Frank Heidelberg to Cullinan, November 12, 1916 and February 26, 1917, Cullinan Papers.

⁴²Cullinan to James P. Jamieson, March 23, 1917 and March 31, 1917; Cullinan to Houston Lighting & Power Company, November 28, 1917, Cullinan Papers.

⁴³Cullinan to Houston Lighting & Power Company, November 28, 1917; H.A. Kipp to Cullinan, May 8, 1918; H.A. Kipp to the Mayor and Board of Commissioners of the City of Houston, May 2, 1918; B.W. Ward to Cullinan, June 26, 1917; Henry Stude to B.W. Ward, July 9, 1917 and B.W. Ward to Henry Stude, July 16, 1917, Cullinan Papers. King, *Cullinan*, p. 214.

The Cullinan house was enclosed in March, 1918. In May, Jamieson was commissioned to design sets of piers to be stationed at the three entrances to Shadyside, the Main Boulevard-Sunset Road intersection and framing the front walk to the Cullinan house on an axis with Kessler's Main Boulevard traffic ellipse. Apart from their symbolic function the piers were to serve a practical purpose, indicating that the lanes of Shadyside were not dedicated public thoroughfares.⁴⁴ Cullinan also referred Jamieson to prospective new clients in Houston. Jamieson planned meetings with both Ima Hogg and Mr. and Mrs. Robert Blaffer to discuss the possibility of designing their homes in Shadyside, but in neither instance was a commission forthcoming.⁴⁵

Cullinan did not seriously turn his attention to the development of Shadyside until after the armistice even though, as he noted in a letter to Judge Moore, "some prospective customers are becoming more or less pressing."⁴⁶ In May, 1919, negotiations were begun with the Hermann Hospital Estate, the foundation established with Hermann's bequest, to purchase the square block of land on Montrose Boulevard between Shadyside and what is now Bissonnet Avenue. Cullinan wanted to obtain the property to protect the Art League tract from encroachment by objectionable land uses. An offer for the block was tendered in June and the sale was closed in September, 1919. The block was divided into two lots, W and X. This addition made changes to both the plat and agreement necessary.⁴⁷

Neither document was filed since the property was still not officially for sale. The agreement underwent further revision before reaching final form in July, 1919. At the end of that month, interested persons were notified that the property was at last available and would be held for 60 days for those who had enlisted choices. Because there were no other requests for E and H, the two lots which Mr. and Mrs. Blaffer wanted, Cullinan closed with them just before the property was offered. Blaffer had begun site work even before closing and construction was underway by summer, making the Blaffer house the second to be built in Shadyside.⁴⁸ The Cullinan family moved into their vast house in March while Scruggs-Vandervoort-Barney of St. Louis carried out the interior decoration. Kessler produced a landscape design for the gardens in February, 1919. At Cullinan's instigation it was simplified, but the landscape architect was assured that the design "would be adhered to."⁴⁹

⁴⁴H.A. Kipp to Cullinan, February 16, 1918; Cullinan to James P. Jamieson, May 6, 1918, November 6, 1918 and February 20, 1919; H.A. Kipp to Cullinan, November 22, 1918; James P. Jamieson to Cullinan, January 3, 1919, Cullinan Papers. At Kipp's suggestion, the term "Private Way" was inscribed on the entry piers to designate that the lanes were not dedicated public streets.

⁴⁵James P. Jamieson to Will C. Hogg, April 12, 1918 and April 19, 1918; James P. Jamieson to Ima Hogg, April 19, 1918; Will C. Hogg to James P. Jamieson, May 8, 1918; James P. Jamieson to Cullinan, May 10, 1918; Cullinan to James P. Jamieson, May 14, 1918 and August 1, 1918, Cullinan Papers. In recommending Jamieson, Cullinan was perhaps acting in accord with Ima Hogg's earlier counsel on the desirability of architectural unity.

⁴⁶Cullinan to W.W. Moore, May 3, 1918, Cullinan Papers.

⁴⁷Cullinan to T.P. Lee, May 26, 1919; W.W. Moore to Cullinan, September 12, 1919, Cullinan Papers.

⁴⁸W.W. Moore to Cullinan, July 15, 1919; Cullinan to H.A. Kipp, July 30, 1919; C.H. Johnston for Cullinan to B.W. Ward, July 28, 1919; B.W. Ward to Cullinan, July 3, 1919; H.A. Kipp to R.L. Blaffer, July 8, 1919; R.L. Blaffer to J.S. Cullinan, July 21, 1919, Cullinan Papers.

⁴⁹Cullinan to James P. Jamieson, February 20, 1919; Cullinan to George E. Kessler, February 13, 1919, February 20, 1919 and March 3, 1919; George E. Kessler to Cullinan February 24, 1919, Cullinan Papers. The plat had already undergone two minor revisions in 1917 and 1918.

Within six weeks only 1 of the 22 lots remained unsold. (The lots in the Montrose-Bissonnet block were not to be offered until improvements to the property were made.) Joining Mr. and Mrs. Blaffer was Blaffer's partner William Stamps Farish, who purchased Q, the lot in which Will Hogg had expressed interest. Cullinan's business associates, Emerson F. Woodward, Fred C. Smith and Judge Moore, all took sites on Remington Lane in proximity to the Cullinan house. Mrs. Sharp purchased M, N and O, the three lots facing Sunset Road between the Stude property and the west boundary line. Flanking Farish were Earl K. Wharton, an attorney, on P, and Kenneth E. Womack, a cotton factor, on R. Hugo V. Neuhaus, a stockbroker, Francis M. Law, a banker, John F. Grant, a lumberman and David D. Peden, the brother of Edward A. Peden, purchased lots along Longfellow, as did Cullinan's 25 year old son Craig F. Cullinan. Cullinan reserved lot K for his own use. In November, the Beaumont oilman Harry C. Wiess purchased lot A, next to Blaffer. Blaffer, Farish and Wiess all shared oil interests which led to their participation as cofounders of the Humble Oil & Refining Company in the spring of 1917.⁵⁰

The sales campaign did have one unanticipated effect, for it resulted in a break between Cullinan and Hogg. In February, 1917, after the property was first offered and the price schedule fixed, Hogg notified Cullinan that he could not afford lot Q and would prefer a less expensive lot. In March, 1918, his fortunes improved and Hogg requested that Q be held for him and even began consultation with Jamieson.⁵¹ Following the armistice, Hogg seemed to feel that Cullinan expected him, as an officer of the Fidelity Trust Company, to handle the sale of property in Shadyside, but Cullinan advised him that it was still inopportune to begin. Shortly afterwards, Cullinan designated Kipp to represent the Fidelity Trust Company in the sale of Shadyside lots. When the property was again offered in August, 1919, Hogg wired the Fidelity Trust Company from Saratoga Springs, New York, asking for an option of between six months and one year on lot Q. Farish had already expressed an interest in the lot and Cullinan instructed Kipp not to grant an option since it would be unfair to others on the waiting list. Kipp notified Hogg that no option or extension would be granted. When Farish offered to close on the lot in early September, the Fidelity Trust Company sold it to him. Upon learning of the sale, Hogg cabled an angry message to Cullinan and resigned his position as vice-president of the Fidelity Trust Company.⁵²

⁵⁰Henrietta M. Larson and Kenneth Wiggins Porter, *History of Humble Oil & Refining Company: A Study in Industrial Growth* (New York, 1959), pp. 54-55.

⁵¹Will C. Hogg to Cullinan, February 27, 1917; Cullinan to Will C. Hogg, March 19, 1918; B.W. Ward to Cullinan, March 16, 1917, Cullinan Papers. Oil was discovered on the Hogg family's Varner Plantation in 1918. See Eldon S. Branda, "Miss Ima Hogg," in Eldon S. Branda (ed.), *The Handbook of Texas, A Supplement*, 3 (Austin, 1976) pp. 399-400.

⁵²Will C. Hogg to B.W. Ward, January 18, 1919; B.W. Ward to Will C. Hogg, January 20, 1919; Cullinan to B.W. Ward, February 14, 1919; B.W. Ward to Cullinan, April 27, 1919; Cullinan to B.W. Ward, April 30, 1919; Will C. Hogg to B.W. Ward, August 7, 1919; Cullinan to H.A. Kipp, August 16, 1919; H.A. Kipp to Will C. Hogg, August 20, 1919; Will C. Hogg to Cullinan, October 3, 1919; William Stamps Farish to H.A. Kipp, September 9, 1919; H.A. Kipp to Cullinan, September 9, 1919. Hogg's reason for requesting the option was "on account of my sister's health." A letter from Jamieson to Cullinan of July 29, 1918, reported that Ima Hogg had been "ordered prolonged physical and mental rest by her Houston physician [on account of] her tired condition." Cullinan Papers. Individuals acquainted with Cullinan and Hogg cite this rift as an important motivation for Hogg's subsequent involvement in the development of River Oaks.

By early 1920, construction was underway on the Wiess and Wharton houses and Sunset Road was at last being graded and gravelled by the City of Houston. In evaluating offers for the unsold lots—B, W and X—Cullinan asked Kipp to inform the other lot owners "that we will be pleased to secure their advice in regard to the applicants."⁵³ A number of well known Houston figures inspected the property: Walter W. Fondren, another cofounder of the Humble Oil & Refining Company; the attorney James A. Baker, who was also chairman of the Board of Trustees of the Rice Institute; Jemison E. Lester and Albert L. Nelms, both cotton factors. Kipp even reported that Ross S. Sterling, who had also joined in founding the Humble Oil & Refining Company, was rumored to be on the verge of leaving Rossmoyne to join his associates in Shadyside. None, however, chose to purchase lots. Two of the three lots were eventually acquired by colleagues of Cullinan's: W was purchased in June, 1920, by William N. Long Jr., vice-president of the Galena Signal Oil Company, and X in December, 1922, by Eric H. Buckner, president of the Houston Oil Company of Texas. The last of the big Main Boulevard lots, B, was bought by Frederick A. Heitmann, an industrialist, in April, 1921. Heitmann had been interested in Shadyside since 1917, but did not receive his first choice during the partition of lots in September, 1919.⁵⁴

Between 1920 and 1927, residential construction was brisk in Shadyside. Although Clause 10 of the agreement stipulated that houses be constructed within two years of lot purchase, the trustees twice granted one year extensions and even then not all of the house sites were improved by their original owners.⁵⁵ The first houses built in Shadyside tended to be more impressive in size and cost than in architectural refinement. Each exhibited an eclectic assembly of details drawn from European vernacular traditions. The Cullinan house was a medley of seventeenth-century English motifs. The Blaffer house, designed by Houston architect Birdsall Parmenas Briscoe, was a rambling cottage style house punctuated with high style Georgian detail. Alfred C. Finn produced an outsized Jacobean manor for Earl K. Wharton. As if following Ima Hogg's advice to Cullinan, the architect William Ward Watkin treated the Wiess house, located across Sunset Road from the main entrance to the Rice Institute, as an Italian villa. None of the houses were as large as the Cullinan house, but in certain respects they bore an affinity to it.⁵⁶

⁵³H.A. Kipp to Cullinan, March 2, 1920; Cullinan to H.A. Kipp, March 11, 1920, Cullinan Papers.

⁵⁴H.A. Kipp to Cullinan, May 4, 1920; E.H. Buckner to Cullinan, December 23, 1922; B.W. Ward to Cullinan, March 12, 1917; H.A. Kipp to Cullinan, August 14, 1919 and September 9, 1919; Cullinan to Craig F. Cullinan, April 18, 1921; W.W. Moore to E.E. Morrison, April 25, 1921, Cullinan Papers.

⁵⁵Henry Stude to Craig F. Cullinan, April 8, 1921; Craig F. Cullinan to J.S. Cullinan, May 16, 1922, Cullinan Papers. John F. Grant sold his lot to John T. Crotty in 1921. Mrs. Sharp placed her three lots on the market in 1925, eventually selling them to Walter E. Monteith (M), Underwood Nazro (N) and Fred McManis (O). Neuhaus, Heitmann and Blaffer each bought one-third of lot F from F.M. Law. Mrs. Allie Kinsloe Autry and her daughter acquired lot D from E.F. Woodward in 1928. Fred C. Smith and William N. Long Jr. both constructed garage apartments (in which they and their families lived) on their lots, but never houses. Lot X has never been improved.

⁵⁶See James Charles Susman, "The Architecture of Birdsall Parmenas Briscoe," (M.A. thesis, University of Texas, 1979), pp. 26-31. Plans of the Wharton house are in the Alfred C. Finn Collection, HMRC. Plans of the Wiess house are in the Woodson Research Center, Fondren Library, Rice University.

Houston's hot, humid climate dictated that houses be oriented to obtain the prevailing southeast breeze. Since Main Boulevard ran northeast to southwest, this set the direction of desired orientation parallel to and facing the boulevard. Jamieson had dealt with this factor by lining up most of the living rooms and bedrooms in the Cullinan house behind the southeast elevation, overlooking the sunken garden and Hermann Park. An open terrace was spread across the entire garden front of the house. Visitors entered the house from Remington Lane under a pergola structure extending from the curbline to a pretentious Doric portico. Both house and terrace were raised on a high grass berm to guard against standing water during periodic heavy rainfalls.

The Wiess and Wharton houses responded in similar fashion to problems of siting and orientation. Entrance to the Wiess house was from the rear so that the garden elevation (and principal rooms within) faced southeast toward Main Boulevard. Finn located the front door of the Wharton house on the symmetrically composed Remington Lane elevation, but like Watkin at the Wiess house, he hoisted the whole building atop a bermed grass terrace. Briscoe was more daring, for he set the foundation of the Blaffer house at grade. This house also displayed considerably more grace and refinement in composition and proportion than the other three houses. Architecturally these failed to match the quality and care invested in the planning of Shadyside. Their composition, proportion and detail marked them as *pastiches*, provincial adaptations of a fashionable taste. The real thing arrived in 1920 when Hugo V. Neuhaus commenced construction of his house on lot I designed by the New York architect Harrie Thomas Lindeberg.⁵⁷

Lindeberg was one of the chief proponents of the new eclectic movement. He rendered the picturesque charm of vernacular tradition with a sophistication and brilliance that proved irresistible to his wealthy clientele. Lindeberg's "country houses" were large, but they did not pretend to palatial status. The Neuhaus house is a fine example of his techniques. It borrows from the late medieval domestic architecture of the English Cotswold region just those elements necessary to insinuate a visual link: roughcast plaster wall surfaces, leaded glass window bays and a roof luxuriantly shingled to suggest the texture of thatch. Yet this romantic tendency was effected with great discipline and restraint. Stylistic intimation did not result in impropriety, for in Lindeberg's architecture there was no conflict between allusion and programmatic requirements. Hugh Neuhaus introduced Lindeberg to Kenneth E. Womack and William Stamps Parish, who both asked him to design their houses in 1921. The Womack house was a Spanish farmhouse and it too

⁵⁷On Lindeberg's career in Houston, see Howard Barnstone, *The Architecture of John Staub: Houston and the South* (Austin, 1979), pp. 12-13. Also H.T. Lindeberg, *Domestic Architecture by H.T. Lindeberg* (New York, 1940). Neuhaus owned a site at 15 Courtlandt Place which he attempted to trade for a lot in Shadyside when the property was first offered in 1917. See Hugo V. Neuhaus to Cullinan, April 23, 1917 and B.W. Ward to Cullinan, April 24, 1917, Cullinan Papers. When Neuhaus commissioned Lindeberg to design his family's house in 1919, it was for the site in Courtlandt Place. He subsequently renewed his application for a lot in Shadyside, according to H.A. Kipp, because the Lindeberg design would not fit on the Courtlandt site. H.A. Kipp to B.W. Ward, July 17, 1919, Cullinan Papers. Neuhaus's son, Hugo V. Neuhaus, recalls that the design was transposed to Shadyside without major modification. Conversation with Hugo V. Neuhaus, February 14, 1980.

obtained a rear entrance-front garden treatment. The Farish house, the largest of the Lindeberg houses, sits majestically at the head of Longfellow Lane facing the court. To the rear it opened in a series of outspread wings to a spacious private garden. At Lindeberg's insistence, Womack and Farish each purchased additional property west of their lots to increase the area of their house sites. Judge Moore, as chairman of the Shadyside trustees, insisted that they both execute documents binding this extra acreage to the terms of the agreement so as not to violate easement and set back lines or compromise Shadyside's restrictions.⁵⁸

With the Neuhaus, Womack and Farish houses, Lindeberg introduced a new level of architectural awareness to Houston comparable in effect to the impact which Cram, Goodhue & Ferguson's first buildings at the Rice Institute had exerted ten years earlier. A fourth house was commissioned from Lindeberg in 1922 by D.D. Peden for his lot at Longfellow and Main Boulevard. In the Shadyside houses which Birdsall P. Briscoe subsequently designed, the stimulus provided by Lindeberg became apparent. Briscoe and his new partner, Sam H. Dixon Jr., designed a house in 1921 for John T. Crotty, an oil field equipment supplier who had purchased lot G from John F. Grant. A formal Georgian style house, it was detailed with tact and assurance.⁵⁹ The houses Briscoe & Dixon designed for Judge Moore and Henry Stude in 1922 were perhaps less successful, but the Craig F. Cullinan house of 1925 returns to a rich and dexterous handling of material and ornament. The same is true of Briscoe's house for Judge Walter E. Monteith, a stucco-surfaced English manor style house on lot M, designed in 1926. Both Sarah Campbell Blaffer and Olga Keith Wiess were alert to this new development. In 1925, Briscoe & Dixon were responsible for alterations and an addition to the Blaffer house, enabling Briscoe to compensate for some of its earlier awkwardness. The same year Mr. and Mrs. Wiess awarded Lindeberg his fifth Shadyside commission. The New York architect added a new living room and master bedroom wing to the house and extensively rearranged the ground floor.

Through the houses of Birdsall P. Briscoe and John F. Staub, the architect whom Lindeberg sent to represent him in Houston in 1921 and who remained to start his own practice, this architectural impulse was transmitted to other Houston neighborhoods. A number of these were in proximity to Shadyside, which in the early 1920s acted like a magnet to attract fashionable new development. West Eleventh Place, Waverly Court and Shadowlawn lined up along Bissonnet just behind Shadyside. James A. Baker's son, James A. Baker Jr., retained William Ward Watkin and H.A. Kipp to plan a comparable enclave neighborhood, Broadacres, just north of Bissonnet in 1922-1923. West of Shadyside and north of the Rice Institute campus, Watkin and Kipp also collaborated on the layout of Southampton Place, a 163 acre middle income residential community. Its development prompted the paving

⁵⁸Cullinan to W.W. Moore, January 18, 1922 and W.W. Moore to Kenneth E. Womack, January 18, 1922, Cullinan Papers.

⁵⁹Conveyance from Homoiselle R. and John F. Grant to J.S. Cullinan, May 16, 1921 and E.E. Morrison to J.T. Crotty, June 8, 1921, Cullinan Papers. The Crotty house was published in *Architecture*, 48 (December, 1923), plates 182-184. Briscoe and Dixon's Stude house was also published in *The Architectural Forum*, 44 (March, 1926), plate 49.

of Sunset Road, an event which occasioned unfavorable newspaper publicity for Shadyside and its residents.⁶⁰

In early 1922, Will Hogg, with characteristic exuberance, ventured a "shot in the dark" by suggesting to Robert Lee Blaffer that they promote the notion of encircling the Rice Institute campus with a multilaned, esplanaded drive like Main Boulevard, which "would offer great possibilities of pleasure and service to the Rice Institute as well as citizens of this town and county." Blaffer's reply to Hogg does not survive, but in November, 1922, he recorded his opposition to paving Sunset Road in a letter to James A. Baker asking that the Rice trustees endorse this opposition. The reason Blaffer offered was "fast automobile driving."⁶¹ Shortly before, Mrs. Blaffer had summoned a special meeting of the Shadyside property owners to deal with the problem of speeding and "careless driving" within the subdivision. As a result the trustees commissioned James P. Jamieson's firm to design a gate and gate piers to close Remington Lane at Sunset and frustrate through traffic. In 1923, the piers and a pair of low, ornamental iron gates were installed as the property owners exercised their prerogative to close the private street. In protesting the paving of Sunset Road, however, the residents were less successful. In September, 1923, the "Searchlight" column of the *Houston Press* was focused on Blaffer and Stude as the paper scornfully excoriated the rich in their quest to obstruct "progress" and selfishly preserve their privileges. Sunset Road was paved.⁶²

Along Main Boulevard, new development enhanced the civic character of the Rice Institute-Hermann Park area. The Houston Art League commenced its effort to build an art museum in 1920. Because Cullinan maintained an interest in the Art League's activities, Mrs. Florence K. Fall, the League's president, sought his advice on the plans which William Ward Watkin prepared for the new building. Cullinan, in turn, sought Kessler's recommendations in the interest of assuring a harmonious interrelationship of components. When the Museum of Fine Arts was constructed between 1922 and 1926, Mr. and Mrs. Cullinan were among the largest donors to the League's two fund drives.⁶³ Cullinan also followed with interest the continuing

⁶⁰See "A Texas Residential Development," *The Architectural Forum*, 35 (August, 1921), pp. 73-75 illustrating West Eleventh Place. On Broadacres, see Anne S. Bohann, "Broadacres Historic District," (B. of Arch. thesis, University of Houston College of Architecture, 1979). On Southampton Place, see the brochure, "Southampton" (ca. 1923) in the "Subdivisions" vertical file, Texas and Local History Department. Also E.H. Fleming to C.V. Jarrell, November 24, 1922 and A.B. Cohn to R.L. Blaffer, April 17, 1923, Cullinan Papers. With the exception of Southampton Place, most of these developments were conceived as (or at least made to look like) private places. Joining them in the South End in the early 1920s were Chelsea Place and Colby Court, the latter developed by Hogg and Stude's Varner Realty Company.

⁶¹Will C. Hogg to R.L. Blaffer, March 9, 1922 and R.L. Blaffer to James A. Baker, November 27, 1922, Edgar Odell Lovett Papers, Box 4 of Personal Papers, 1911-1957, O-Z, Woodson Research Center, Rice University. Kipp had also broached the idea of a boulevard to encircle the Rice campus. H.A. Kipp to Cullinan, June 29, 1916, Cullinan Papers.

⁶²Sara C. Blaffer to W.W. Moore, November 6, 1922; Cullinan to James P. Jamieson, November 7, 1922; Craig F. Cullinan to James P. Jamieson, December 18, 1922; William T. Sinclair to Cullinan, May 24, 1923. "The Searchlight," *Houston Press*, September 6, 1923. In 1921 "speed limit—no thoroughfare" signs were posted at the entrances to Shadyside at Cullinan's request. Cullinan to Craig F. Cullinan, May 11, 1921, Cullinan Papers.

⁶³See *The Houston Art Museum* (Houston, 1922); Cullinan to the Art League, November 2, 1921; Cullinan to George E. Kessler, November 21, 1921; Cullinan to Mrs. Henry B. Fall, December 31, 1921; Henry Barnston to Cullinan, February 1, 1922, Cullinan Papers.

improvements to Hermann Park. He even offered to finance park improvements if the money could be credited to his city tax assessments.⁶⁴

Will Hogg also participated wholeheartedly in the development of what one contemporary newspaper headline designated the "South End civic center." By the time Hogg led the museum's second building funds campaign in 1924, a rapprochement had been effected between him and Cullinan. Hogg paid for the planting of double rows of live oaks along Outer Belt Drive in Hermann Park as a memorial to the city's World War I dead. In 1924, the Varner Realty Company, of which Hogg and Henry Stude were officers, purchased 133 acres of timberland between Outer Belt Drive and Bellaire Boulevard and sold it at cost to the City as an extension of Hermann Park.⁶⁵ Following Judge Autry's death in 1920, his widow, Allie Kinsloe Autry, underwrote the construction of Autry House, a student community center at Main Boulevard and Outer Belt across from the Rice Institute. Designed by Cram & Ferguson and William Ward Watkin for an Episcopal clergyman, the Reverend Harris Masterson Jr., Autry House was the first segment of an ambitious master plan which included a collegiate chapel and a dormitory group to serve students at the Rice Institute. The hospital endowed by George Hermann's bequest—Hermann Hospital—was constructed between 1922 and 1925. Like Autry House, it responded architecturally to the Mediterranean current launched by the buildings of the Rice Institute.⁶⁶

Other development, although it fostered the tone of the South End's verdant civic arena, did not exactly conform to the originally envisioned order. Shortly after Cullinan purchased the Shadyside tract, Kessler had written to him to emphasize the importance of restricting the property around the sunken garden as far north as possible along Main Street against apartment, commercial or industrial uses.⁶⁷ Despite this advice, neither Turner Addition, lying north of Bissonnet along Montrose, nor Hermann Park Addition, lying north of the park and east of Main, possessed deed restrictions; by the mid-1920s real estate around Shadyside and the Museum of Fine Arts had become so attractive that other uses began to converge upon it. In 1924, the large Montrose Boulevard Apartments were constructed at the corner of Montrose and Bissonnet, across from the museum and Shadyside's lot W. These were followed shortly by two multi-story apartment hotels, the Plaza and the Warwick; the latter looked across Main Boulevard and the sunken garden into the gardens of the Cullinan house. Forestalled by the Great Depression was an eighteen story condominium apartment tower planned in 1931 for a site on Sunset Road along Shadyside's west boundary line.⁶⁸ While

⁶⁴Cullinan to Craig F. Cullinan, October 29, 1921; Cullinan to Clarence L. Brock, December 29, 1921, Cullinan Papers.

⁶⁵Will C. Hogg to Cullinan, April 10, 1924, Cullinan Papers. Clarence L. Brock, "Recent History of Houston Park System," *Civics for Houston*, 1 (November, 1928), p. 19.

⁶⁶"Ralph Adams Cram and His Houston Contemporaries," Exhibition held at Autry House, October, 1978.

⁶⁷George E. Kessler to Cullinan, April 10, 1916, Cullinan Papers.

⁶⁸See "Montrose Boulevard Apartments to be Opened Today," "Work on Warwick Progresses Nicely," "New Plaza Hotel Formal Opening is Sunday Afternoon," and "Cooperative Apartment is Planned Here," *Houston Post Dispatch*, November 8 and November 15, 1925, February 21, 1926, March 8, 1931.

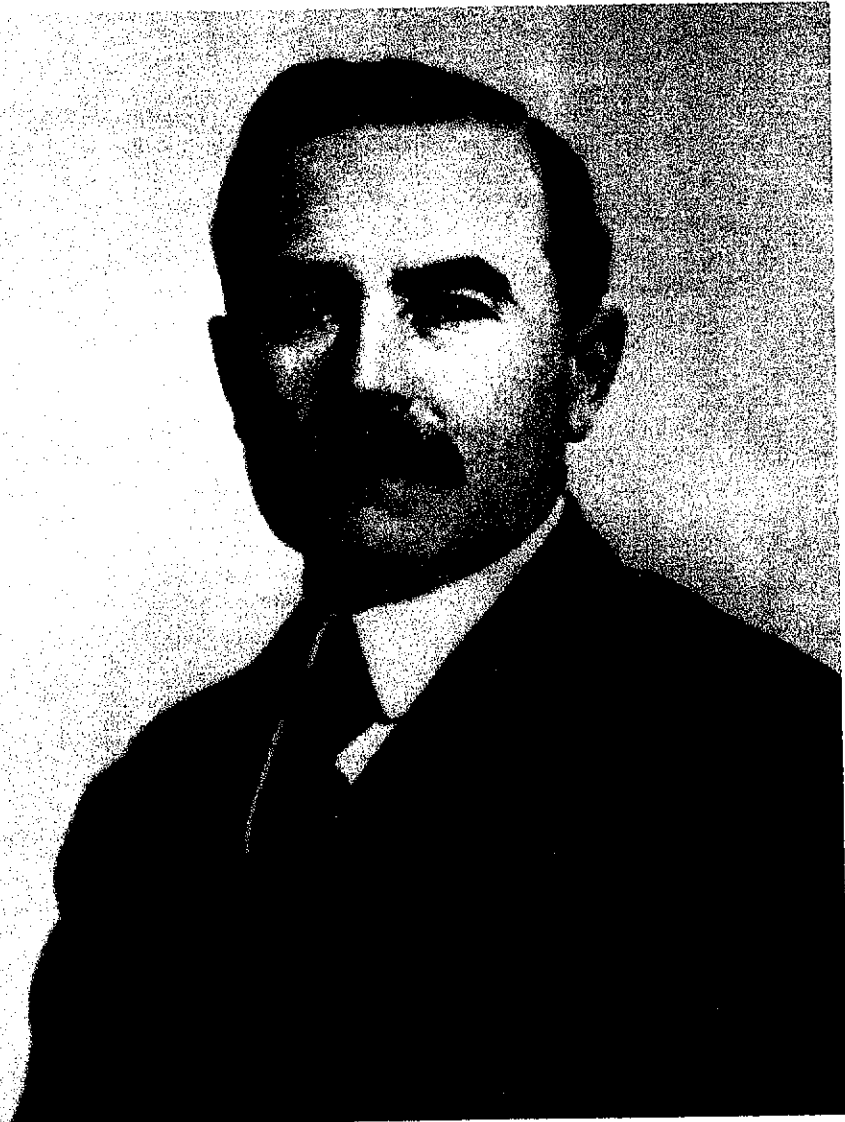
none of these projects exactly threatened the integrity of Shadyside or the larger area around it, they demonstrated that no means existed to enforce the planning ideals articulated in the development of the Rice Institute, Hermann Park, Shadyside and the Museum of Fine Arts. As a result, the limitations of a planning procedure grounded in civic altruism were becoming graphically perceptible in the South End by 1925.

Within his enclave, Cullinan continued to oversee the administration of Shadyside affairs. He set lot K aside as a "playground for the Shadyside 'kids' and a gossip center for their maids," complete with a drinking fountain and sandbox. Lot K and the adjacent gardens and yards of the Cullinan house also served as a sanctuary for birds.⁶⁹ Cullinan routinely inspected the neighborhood, noting such problems as cracked pavements, malfunctioning drainage or street trees in need of trimming. Although he never served as one of the trustees of Shadyside, Cullinan was regularly apprised of official activities by Judge Moore, Craig Cullinan and Henry Stude. As late as 1936, the year before his death, Cullinan was attempting to interest several sets of friends in available Shadyside lots or houses.

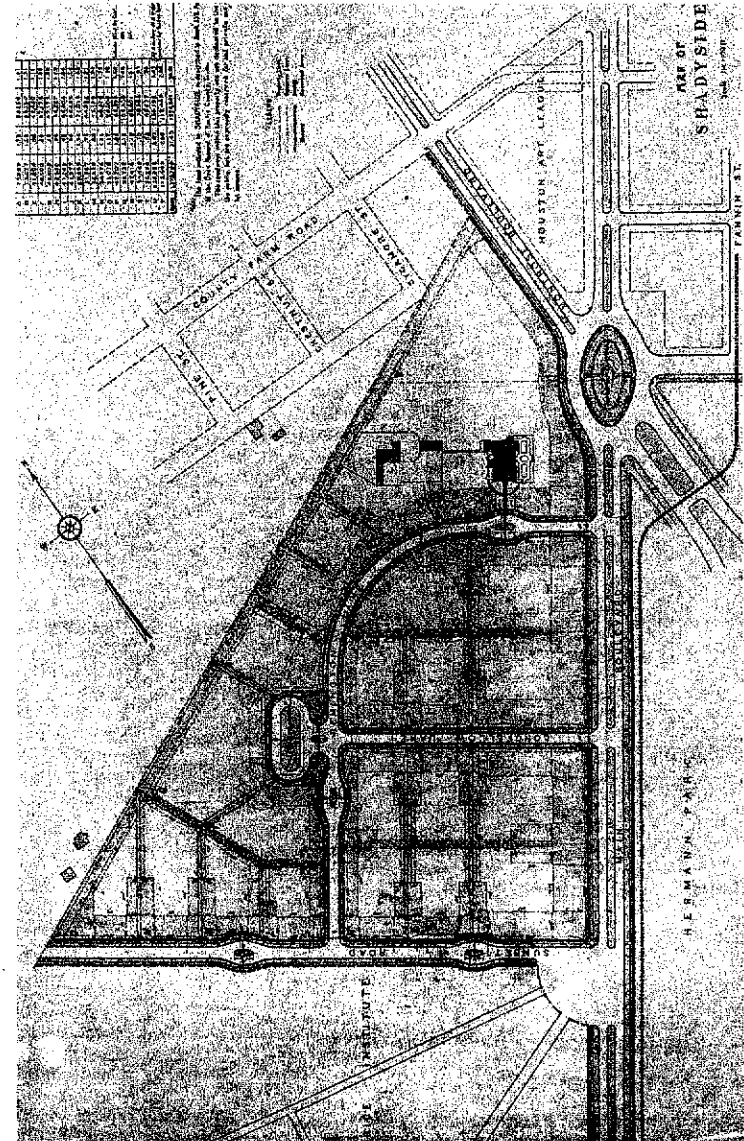
Set in the matrix of Hermann Park, Rice University and the Museum of Fine Arts, Shadyside is still an anomaly: a private community which voluntarily adopted a public aspect. The *allees* of live oak trees imbuing South Main Street with its ceremonious aspect made Shadyside seem very much an integral part of Kessler's general plan of park and boulevard improvements in the South End. It is apparent that Cullinan's choice of advisors in planning Shadyside was sound. Despite legal disputes following the expiration of the original trust agreement in 1969 (which were partially responsible for the demolition of the Cullinan house in 1972-1973), the subdivision has maintained its status as a residential enclave.⁷⁰ But the sense of public spirit which induced Cullinan to concede a public aspect to so private an undertaking has been unable to perpetuate itself in the second half of the twentieth century. Belying the limitations of this posture, however, are its physical results. Shadyside contributes to one of the most memorable public places in Houston—a city where place, memory and the public are often accorded scant consideration. As is true of most U.S. cities where it had any effect, the Civic Arts Movement made itself felt locally in a fragmentary fashion. But these fragments endow Houston with a measure of civilized beauty.

⁶⁹Cullinan to Mrs. Vernon Averill, February 27, 1936, Cullinan Papers. See Ralph A. Selle, "J.S. Cullinan and the Birds of Shadyside," *Outdoor Texas*, 13 (Houston, 1937).

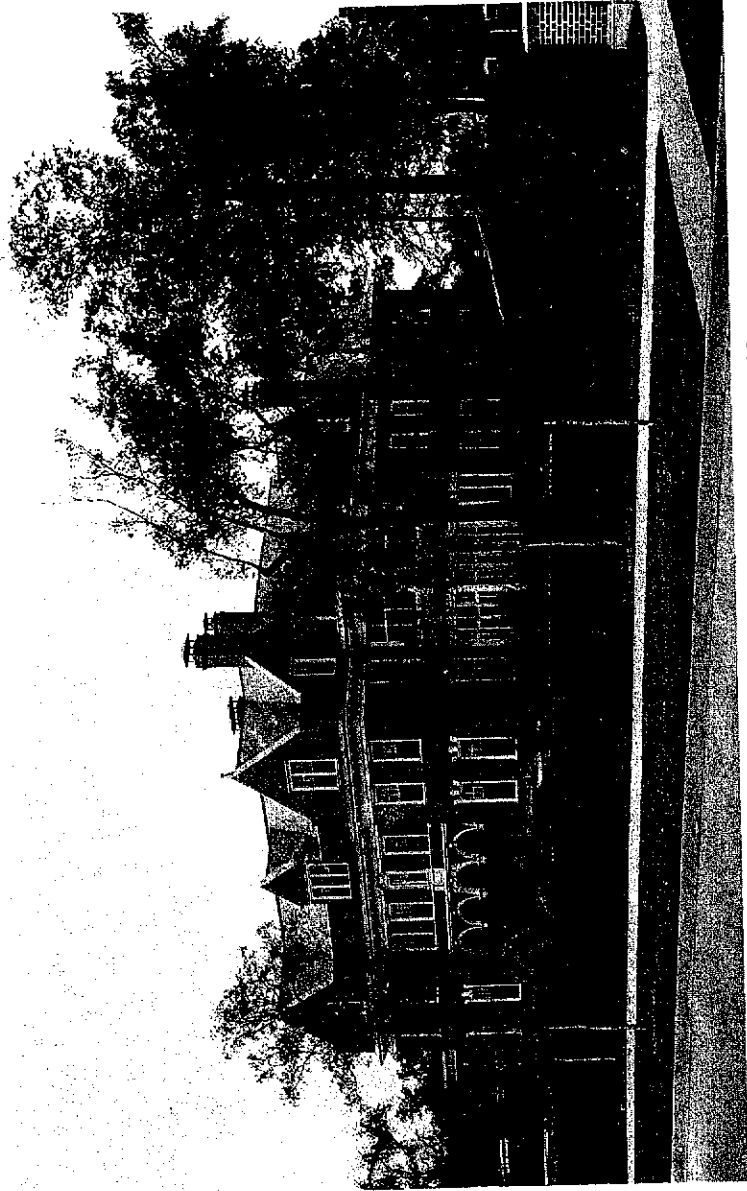
⁷⁰Harry Hurt III, "The Last of the Great Ladies," *Texas Monthly*, (October, 1978), pp. 148, 233.



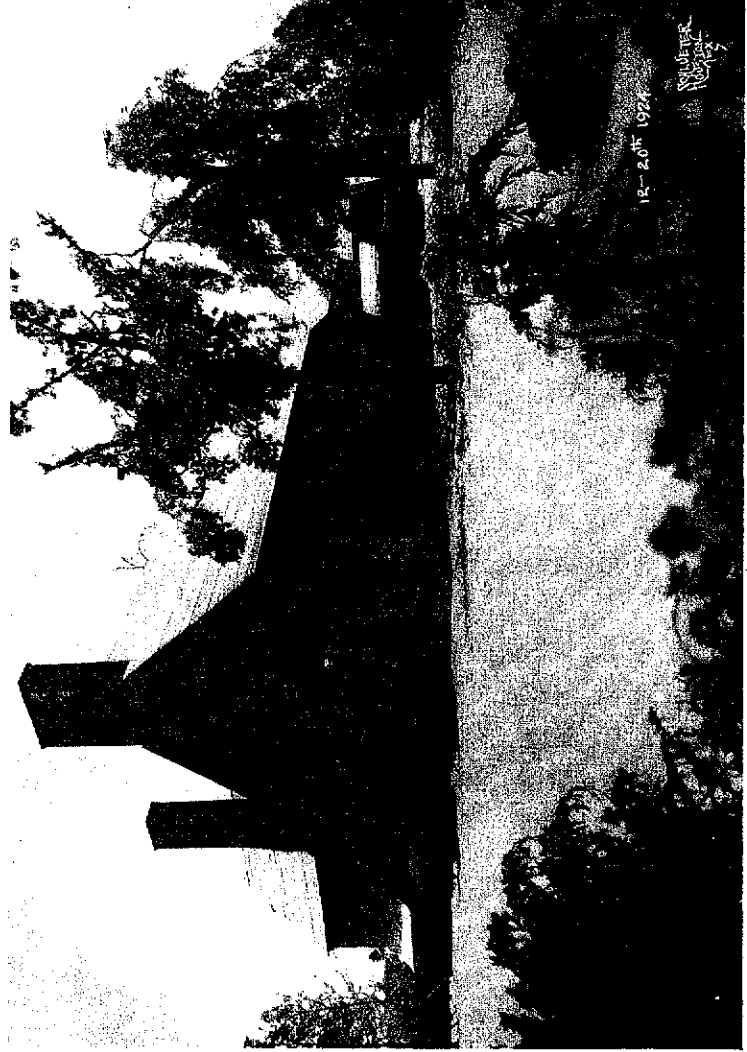
Joseph Steven Cullinan, age 55.



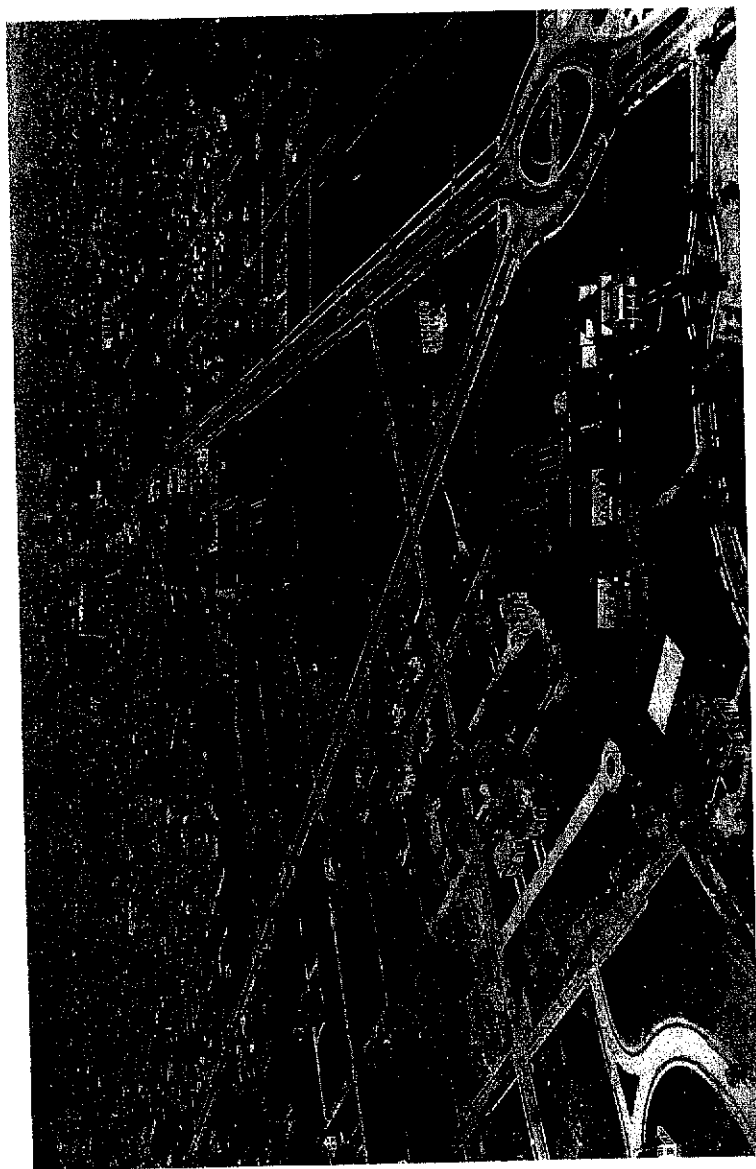
George E. Kessler and H.A. Kipp, Plat of Shadyside, 1928. One of a series of plat diagrams, this predated acquisition of the Montrose block in 1919.



J.S. Cullinan home, 2 Remington Lane, 1920



Hugo V. Neuhaus Home, 9 Remington Lane, 1920



Aerial view of Shadyside, ca. 1924, with Cullinan house in lower right corner.

NEWS AND NOTES OF THE HOUSTON METROPOLITAN RESEARCH CENTER

BY Deborah A. Bauer

Don E. Carleton has resigned as Archivist and coordinator of the Houston Metropolitan Research Center, a position he had held since 1975. He has been appointed Director of the Eugene C. Barker Texas History Center at the University of Texas at Austin. Don had been associated with the Houston Metropolitan Research Center since its beginnings and was responsible for many of the programs it is currently pursuing.

The Texas Commerce Bank has placed an exhibit on permanent loan with HMRC. Entitled "The Spirit of Commerce," the exhibit portrays the distinctive entrepreneurial fervor which motivated the founding and development of Houston. The exhibit presents the development of Houston from its beginning, on August 30, 1836, as a real estate promotion scheme of the Allen brothers, and follows the city's growth into a center of industry and technology. The exhibit was on display through the month of December and will be open to the public again in March.

HMRC, in cooperation with the History Department of Texas Southern University, is sponsoring a reception honoring the Southwest Historical Association. The Southwest Historical Association will be meeting in conjunction with the Southwest Social Sciences Association on April 2-5, 1980, at the Hyatt-Regency Hotel in Houston. The reception will be held at the Houston Public Library's Julia Ideson Building on April 2.

The eighth annual conference of the National Association for Chicano Studies (NACS) will be held at the Julia Ideson Building, April 17-19, 1980. Hosted by the Mexican-American Studies Program at the University of Houston Central Campus, the conference will consist of sessions for the presentation of scholarly papers relating to Chicano studies. For more information, contact the Site Committee, Mexican-American Studies Program, University of Houston Central Campus, Houston, Texas 77004.

RECENT ACQUISITIONS

Ray Wood Collection, 1940s-1960s, 38 linear feet.

Correspondence, notebooks and scriptbook of a columnist for the *Houston Chronicle*. Main portion of the collection consists of Wood's accumulation of folklore verses. World War II Associated Press photographs and a collection of popular song magazines are also included.