

HOMES

SPECIAL
EASTWOOD
EDITION



PUBLISHED BY
WILLIAM A. WILSON COMPANY
"Homes on Easy Payments"
HOUSTON, TEXAS



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EASTWOOD

You say that you deserve success;
Pitch in, and start to show us.
We think that you deserve far less,
And ought to be below us.
It's up to you and what you do;
Mere empty words won't change our view.

Come, prove our viewpoint isn't true!
Results are all that we will count;
If you can climb, begin and mount!
Present your case—We're the jury;
But all of us are from Missouri.

—Kaufman.

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THE success and reputation of any individual or firm are based upon what they have done, not on what they say they will do. Empty words and promises find no reception in the mind of the "Man from Missouri." It is a case of "What have you done to deserve success and recognition?"

As the best evidence in our case we point with justifiable pride to our past record in providing homes for several hundred families in Houston,—also the development of Woodland Heights—a permanent high-class home community not excelled in any city in the land.

Today we are developing, along the same high lines, another attractive community known as Eastwood. This new enterprise will furnish homes for seven or eight hundred families, and we believe that "What we have done in the past will stand as sufficient guarantee to the public of our purpose to make it an ideal and desirable home place—a permanent addition to Houston."

After a thorough study of modern conditions in other large cities, a comprehensive plan suited to local conditions has been worked out. Streets, parkings, architecture, and conveniences are the predominant factors in a home community of this character. These details have been ex-

haustively planned by men who study causes and effects—to make Eastwood distinctively a high-class home center. A real addition to the City of Houston, which means much in the development and beautification of those unoccupied and unimproved sections, which until the development of this property, had been of no benefit to any one.

While the platting of property is essential, still a real addition to us means an addition which gives the greatest value and security to every purchaser, and adds the greatest value to the city as a whole. Ideal home conditions—improvements for health, conveniences, sanitary and storm sewers, sidewalks, trees, curbs, gutters, water, gas, electricity and streets to fit the topography of the entire place, must all enter into the general plan of development, that it may reflect a purpose higher than mere lot platting and lot selling. That it may represent that higher form of progressive spirit which is exercising so great an influence today in attracting people to Houston from all parts of the United States. That it may truly be a community of Homes, where those people who seek all that is best in life may live amid ideal surroundings.

To accomplish this—to add the greatest value and charm to the property—to really safeguard the permanency and desirability of Eastwood, as a residence park, we had in many cases to pay several times the value of adjoining properties to rid ourselves of undesirable tenants and move scores of houses and shacks—not fitted to our plan.

In view of what has already been accomplished and with the completion of the improvements mentioned; also the co-operation of those people who make this residence park their home place—Eastwood will stand as a tangible example of modern community development.

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Human Welfare is the only true basis of Business Prosperity.—Sheldon.

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To create a demand for what serves the common good—this is true salesmanship and noblest service.—Sheldon.



YOUR HOME IN EASTWOOD

THERE is a little word in life that sends a thrill vibrating through every heart, and no other word conceived by the human mind grips the heart strings like the word—HOME. A word enshrined in every heart as divine—a word emblematic of our affections, around which our best hopes and wishes twine.

John Howard Payne in his world-wide heart song, "Home Sweet Home," portrays the sweetness and sentiment behind the word in one phrase, "Be it ever so humble, there is no place like Home."

Whether it be the pretentious mansion or the cozy little cottage, it is always home. To the husband and father, it is the throne of his aspirations and ambitions, and from this vantage ground he proceeds each day to conquer and master the problems that thwarted him the day before. To the wife and mother, it is the palace of her daily service as a home-maker. It is the moulding place of the destinies of their children.

The one paramount thought in all Nature is Home. Instinctively, and with but few exceptions, every creature in the animal kingdom is a home-builder. A constructor for the safety and comfort of their kind, and true to Nature, the majority of them are builders on the installment plan.

The spider weaves and builds a thread at a time. The bird with a twig or a mere fragment at a time, builds to completion, and never tiring, interest never flagging, they work and build. It is Nature's way and no failure ever discour-



An Ideal Spot
For Rest
And Recreation

ages these busy workers, for the home to them is essentially the primary and fundamental basis of life.

Not many days ago President-elect Wilson went back to the old home in Virginia. Back to the birthplace of brothers and sisters. Back to the old home of father and mother. It was a visit in reverie and reverence, thinking of the many happy days in and about the old homestead. The days spent in that home were the days of building and growth: the beginning of his great career. Since then he has held numerous positions of honor, and today his Home may be more sumptuously planned and more artistically designed, still the call of affection for the old home carried him back, and time can never erase from memory's halls the tenderness of the scenes and thoughts that passed in panorama review as he looked about the old home place, for it was the home of father and mother.

This prologue, if such it is, may seem immaterial to the subject, but it reflects very much the spirit of Home Life, pictures in a measure the real sentiment of the many families who have taken advantage of the opportunity we offered them to own a home all their own. To them there will never be but one home; a home where father, mother, sisters and brothers joined forces in a common bond for their mutual benefit and growth. It also typifies the spirit of community life—the neighborliness which attends a concentration of families in one addition, where the home is made the central figure. It portrays our aspirations in the development of Eastwood and characterizes the kind of citizenship which will make this beautiful park their home place.

Years ago our ideal was building individual homes in the various sections of Houston, providing opportunities for many families to become owners of their own homes—much as Nature intended—paying a portion at a time—a small payment every month. But with time our ideals change, for we grow and our visions broaden, as we accomplish more. This ideal was high, but not high enough. If successful by this plan, why not concentrate the many families wanting homes in neighborhoods or communities? The thought found its conception and culmination in our first undertaking, Woodland Heights, which is now housing some two hundred families.



A Healthy Place for the Children

WITH the success of this home community, established, we purposed greater things, and we looked about for a tract of land which would make a desirable home place and where the same high ideals could be developed. The trend of Houston's growth and progress took us to the Southeastern section of the city, where we purchased some 215 acres of land which all lies within the city limits. This new home place is called Eastwood, and it is, without doubt, the most perfect residence locality, topographically, in Houston, and today would be nothing more than a large tract of rough timbered land but for the touch of the ingenious hand of man, transforming what Nature had already appropriated.

It was man's conception of an ideal, augmented by Nature's resources, that saw in this particular piece of ground an opportunity to enrich many families in Homes of their own, an opportunity to develop an addition that would not only reflect credit to the company behind Eastwood, but would be a community to which the home owner could point with pride and satisfaction, a place that would always be home, no matter how far away we may be. Some months ago it was a thought in the embryo—today it is a reality. After overcoming many obstacles which greatly retarded its development, Eastwood is now ready. A home place where those people who seek all that is best in Life may live in full appreciation of their Life's Dream—"A Home of our own"—amid ideal conditions and right environments.

Eastwood comprises about 1000 terraced lots, bordered by substantial cement walks and curbings with inside parkings running parallel with and between the walks and well graded streets, which are symmetrically lined with young live oaks and sycamores. A beautiful boulevard driveway skirts the intertwining ravine running through the property, which lends a delightful vista to the entire scheme. Drainage here will be perfect, as all surplus water is immediately carried off to this ravine, which empties into Brays Bayou southeast of the property.

The home life in Eastwood will be sociable and neighborly. Most neighborhoods are nothing more than a con-

centration of numerous families with no interests akin. It will mean something to live here. It is our hope to develop the "Social Center Idea" among Eastwood folks. The community spirit of mutual benefit for the good of all will be encouraged, in fact, every factor, civic or social, which will further the highest welfare and interest of home life, will have our heartiest endorsement and co-operation.

Another thing that should be remembered is, Eastwood is in no sense a lot-selling proposition. While we will sell a great number of lots to those who desire to buy for its investment feature, primarily it is a home-developing proposition. It is for those industrious folks who have by thrift and economy been able to save a few dollars to buy a home. A home where the father may leave the wife and little ones in absolute safety, in an atmosphere of refinement and free from all detrimental influences. A home spot where you can house your children in a comfortable home, and let the vines grow up around it with them, so that in adult life they will look back to it as the only home they can remember.

We want you to see this property. Note the general layout and its natural beauty.

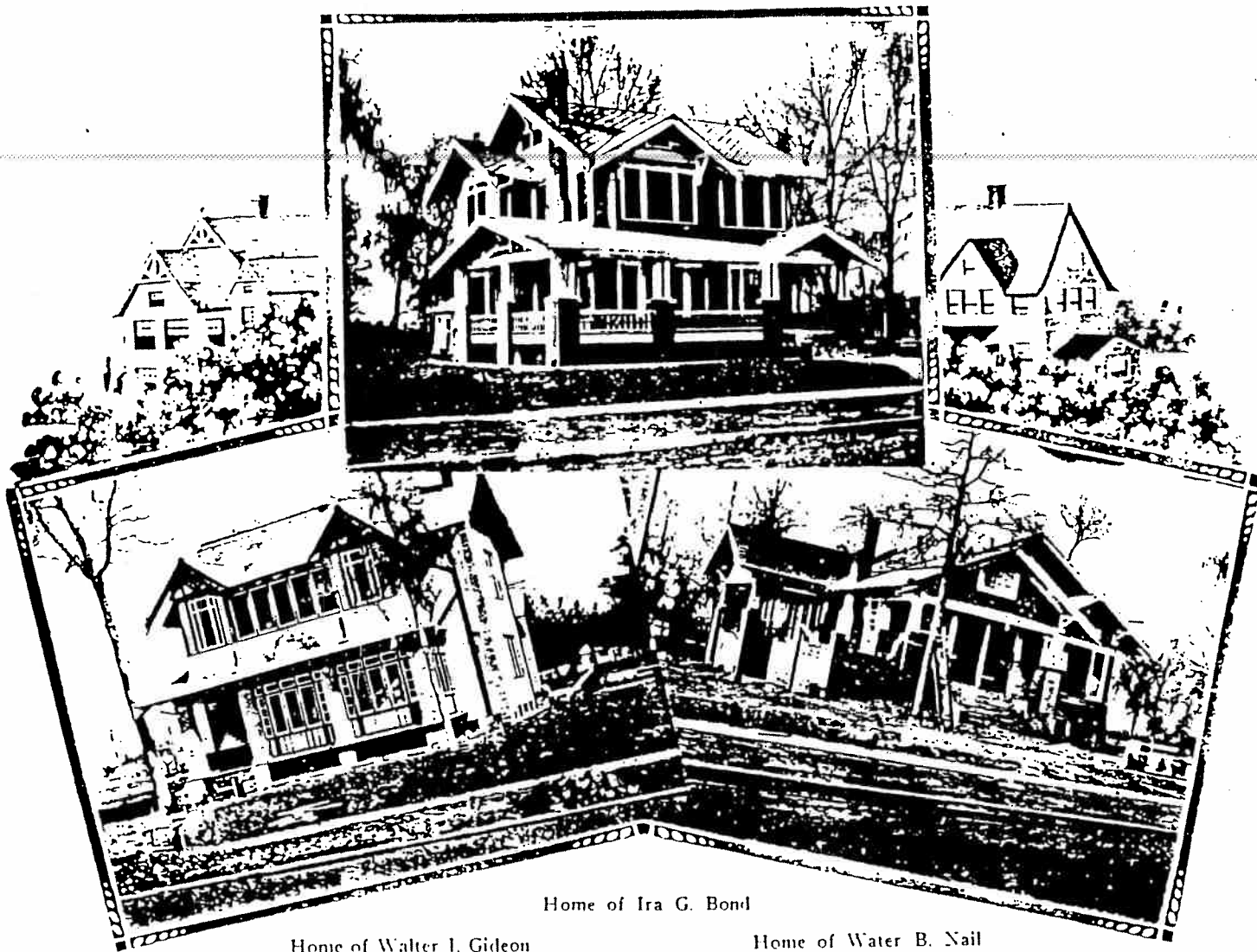
Investigate it thoroughly, think it over, talk it over with the family. Then make up your mind once for all that you will own your own home, and own it in a community where your interests are protected by wise restrictions; where the property, while within the city limits, is far enough removed to make it an ideal residence community for those who love peace, quiet and beauty. Where by our plan a home can be purchased with a small cash payment down and the owner can pay the balance monthly instead of paying rent. Putting him in possession of a home, securing his safety, making him independent. Where he is saving his rent money and investing it in a property that is certain to enhance in value while it is being paid for.

MY WORK—MY BLESSING

(By Henry Van Dyke.)

Let me but do my work from day to day,
In field or forest, at the desk or loom,
In roaring market-place or tranquil room,
Let me but find it in my heart to say
When vagrant wishes beckon me astray,
"This is my work; my blessing, not my doom:
Of all who live, I am the one by whom
This work can best be done in the right way."

Then shall I see it is not too great, nor small
To suit my spirit and to prove my powers;
Then shall I cheerful greet the laboring hours,
And cheerful turn, when the long shadows fall
At eventide, to play and love and rest,
Because I know for me my work is best.



Home of Ira G. Bond

Home of Walter I. Gideon

Home of Water B. Nail

THE FIRST THREE HOMES ERECTED IN EASTWOOD

This Spring and Summer will witness the coming of numerous other attractive homes. In the meantime the grounds about these newly erected homes are being beautified in harmony with the natural charm and quiet elegance of the place.

HOME

Shelter thrice sweet for those who claim its care,
 Its pain and blessing share
 For friend and kinsman, aye, a fireside chair.

Bread for dear lips, the lips we love the best,
 And for the unsought guest,
 Or low or high, a portion with the rest.

Light for the close drawn circle—cheerful light,
 And glimpsed through curtains white,
 A beam for those that traverse the dark night.

Love for the hearts that none can tempt to roam,
 And showered on all who come,
 Love's overflow of solace: such is HOME.

Dora Reed Goodale.

CONVENIENCES AT EASTWOOD

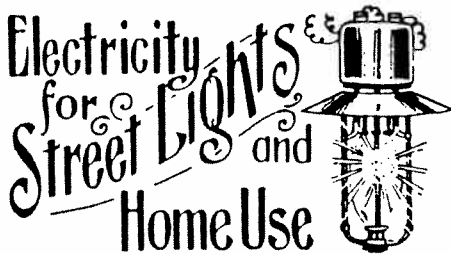


IN Eastwood every modern improvement necessary to good home making will be available. Each contributing its part toward the comfort and convenience of the home owner.

Gas for cooking and water heating; water for domestic use and fire protection, are essentially primary and of most importance. This service is now ready and may be enjoyed by the residents of Eastwood. Fire plugs located on every corner and not over 600 feet apart afford ample fire protection and a low insurance rate. Telephones and electricity service will be installed in the very near future, work having practically started now. The poles for wiring of this service will be placed between the blocks as a small space has been reserved for this purpose; also the laying

of sewers. This plan eliminates the unsightly long poles in front of the homes and the tearing up of the streets and materially enhances the attractiveness of the entire place.

There are no alleys in Eastwood. We believe that the rear of the house is the test of the home, and alleys are generally unkept, garbage and ash strewn, disease-breeding nuisances which, as a matter of fact, add nothing to the service of the home but destroy the back yard which can be made most attractive. The great value of an undertaking of this character is in the encouragement of better conditions of living, and we can assure the purchaser of a homesite in Eastwood that there will be nothing detrimental to the health of the home owner or his highest interests as a property owner.



OUR HOME CONSTRUCTION WORK

WORK RARELY EVER STOPS ON OUR PROPERTIES

THE homes constructed by this company known as our "Built for Comfort" homes, represent beauty, symmetry and practicability. They are built the very best we know how and of the very best material. Every stick of lumber is of good quality or rejected. Every piece of millwork used in our homes is manufactured for us under specifications which call for high-class material and workmanship. Again, by the largeness of our operations we are enabled to buy at wholesale prices which is impossible for those building on a smaller scale. In this the home buyer is the beneficiary, because buying cheaper we can sell for less, and whether he buys a home already completed or has one built according to his own plan, it is the same. The patron shares the economy in our buying.

We employ only the most skilled workmen who are constantly at work building homes on our properties; in fact, there is never a working day in the year that the hammer and saw are not busy.

Our architectural department is composed of men experienced in planning and constructing, practical as well as artistic homes. The exterior features and the inside treatment, the plumbing, wiring for electric fixtures and the proper selection of wall papers are carefully studied and planned in their relation to the completed home; in fact, there is no problem in home building too difficult or intricate that cannot be worked out in this department.

All that we ask is investigation for we know that our homes will bear inspection and satisfy the most particular.

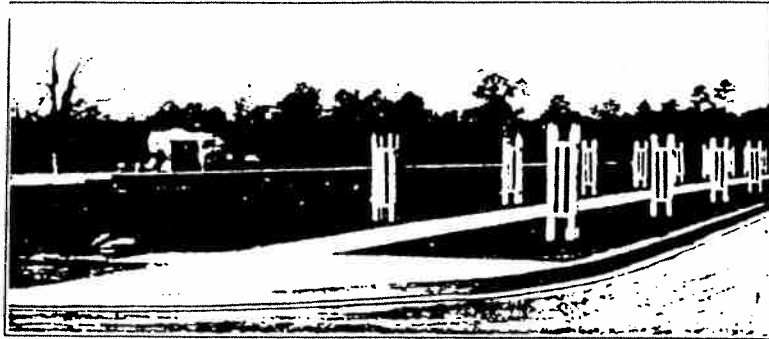
STREETS AND PARKINGS

The Excellent System of Beautifully Graded Streets and Paved Sidewalks are Some of the Comforts of Eastwood

THE graceful sweep of the well graded streets, one of which is pictured below, lined with growing young trees, is one of the attractive features of Eastwood, creating an impression that is lasting and pleasing. The parkings running parallel with and between the cement walks and curbing will lend a beautiful color scheme to the entire setting when in each of these garden spots, in front of each home, will grow and thrive the different flowers, palms and shrubbery of variegated colors, but in harmony with all the natural charm of the place.

STREETS

The street proposition is one which greatly concerns the homebuyer in Houston. Eastwood streets are all well graded, broad and spacious, and are from 60 to 80 feet in width with sufficient slope from the center to the curbings making good street drainage. Taking advantage of the additional ground usually



platted in wide streets we converted this extra front footage into the parkings mentioned above.

Picture in your mind the homes built and to be constructed here with the streets and parkings forming a floral border. Then get the completed picture, artistic homes, conveniences, environment, trees, flowers, and well kept lawns. It is a picture no artist could paint, but is a part of the general plan that is being worked out to beautify Eastwood. It is a plan with an ideal, with a view to lasting beauty and tone, and an environ which assures the permanency of the home place.

CEMENT WALKS AND CURBING

The walks and curbings are all substantially laid on good solid foundations, and made of the very best concrete, which insures their permanency for many years to come. The walks are from 4 to 5 feet in width, and all in symmetrical alignment. The wide walks are on the principal avenues leading from the main approaches of the addition.

EASTWOOD'S SOCIAL AND EDUCATIONAL CENTER

TO further establish the tone of this property, this company in line with its policy to care for the highest interests of its customers, set aside five acres of its most valuable land in Eastwood, as a social and educational center, a fact that few, if any other companies, have done.

It is to be used for the erection of suitable school buildings, as a recreation park and a social center to encourage the organization of civic and improvement clubs, also for similar other purposes that make for a higher development—physically and mentally.

Think of it! Think what it means in health and happiness, to live amid surroundings of this kind. Think of the influence it will have upon the residents of Eastwood. Attractive homes, educational advantages second to none in the City of Houston, a social spirit, outdoor interests, and the bright view of Nature and Life, all of which make for an increase in bodily and mental efficiency.

Under conditions of this kind people are progressive. Their visions are broad. They view things in the optimistic. Their children breathe the air of freedom. They love the trees and flowers, and especially HOME.

THE TITLE TO OUR PROPERTIES

WE recognize a moral responsibility and obligation to our customers to protect them in the possession of their property in every way within our power as is evidenced by our past record for fair and generous treatment.

As a mutual protection to our customers and ourselves

great care is exercised in regard to the title of our properties. Our Attorneys, the well known firm of Baker, Botts, Parker & Garwood, give their careful attention to every legal point involved in all our transactions, and the title to every piece of real estate purchased by us is examined and approved before the property passes into our hands.

ciate the beautiful. Where every home owner will know his interests are protected and that he may create a home fitting with the surroundings.

Buying the property and naming the addition was but the beginning. The efficient platting of the lots had to be thoughtfully and carefully studied, so that the entire addition would be conspicuous by its harmonious balance and symmetry in home grouping. But a far more important matter is deciding what the restrictions shall be governing Eastwood. Deciding what shall and shall not be within the property, not only today, but in the years to come. What shall be the style and class of the homes that adorn the streets; also the proper frontage must be considered to avoid throwing the rear of one home in the front or side of another home. To guard against the elements that are detrimental to home life, the character of the buildings and the nature of their use must enter into these restrictions.

Then there must be restrictions forbidding the sale of liquor of any description upon the property. Also the proper location of telephone and electric light poles, which are usually a menace to the attractiveness of the home place must be thought of. These and many other matters must be dealt with in a reasonable and consistent manner, and you can be assured that your homesite in Eastwood will never be disfigured nor in any way impaired in value by the erection of tall flats and apartment buildings, which cut off air and sunshine from the adjoining home. Eastwood restrictions are for your benefit and will prohibit all that is undesirable and they are embodied in all of our deeds and are binding not only upon the purchasers but on their heirs and assigns.

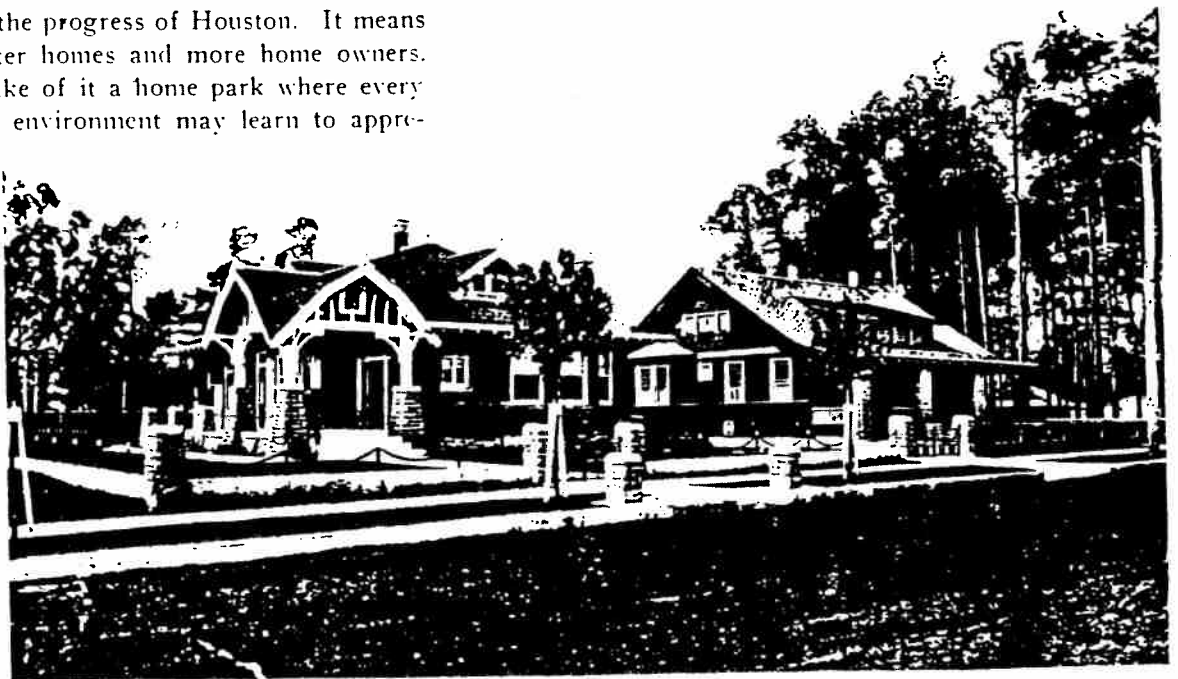
Eastwood Restrictions

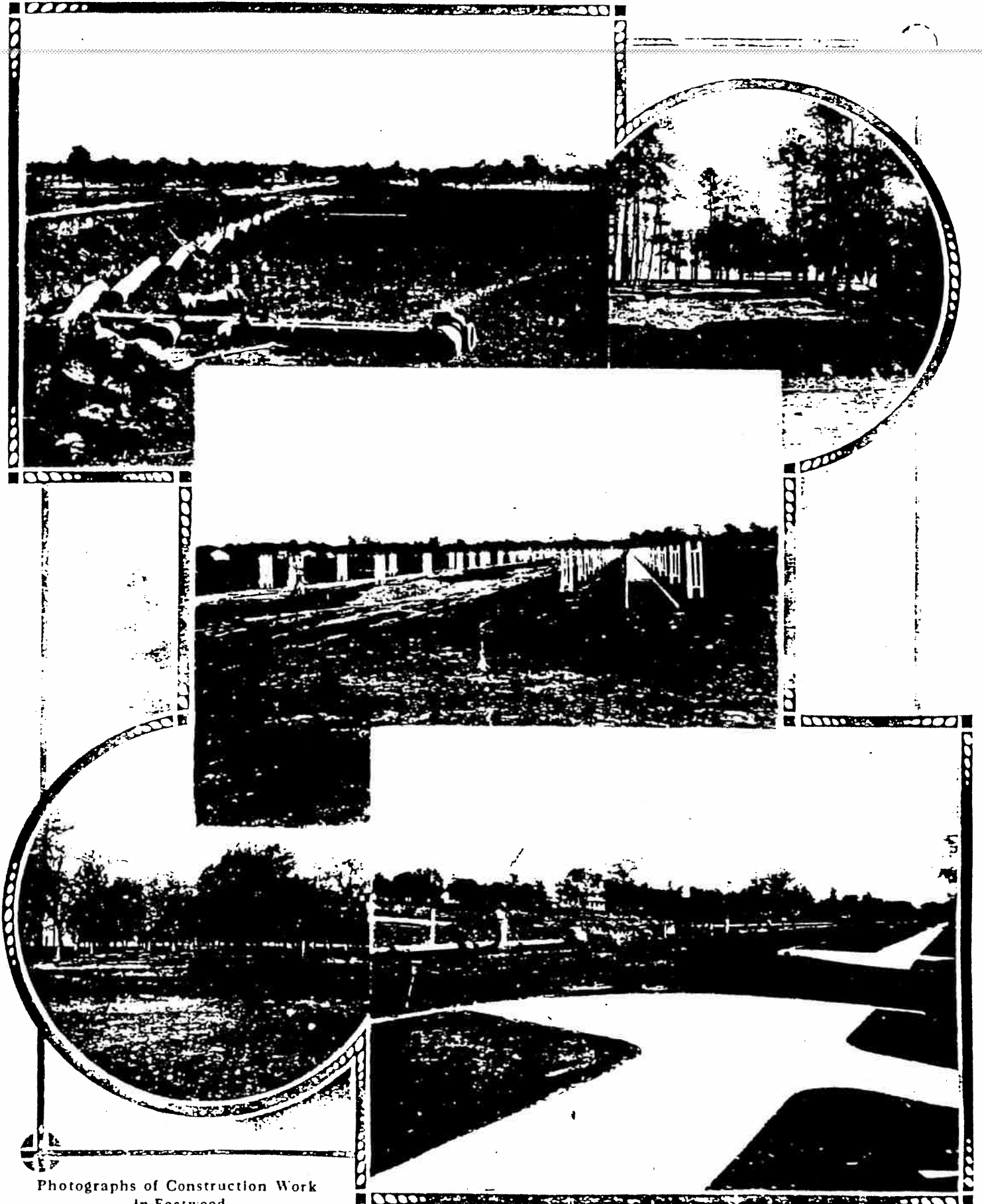
RESTRICTIONS. The very word to a home owner suggests refinement, civility and courtesy. Experience has proven that reasonable restrictions, such as will govern Eastwood, not only enhance the value of the property and safeguards the beauty and permanence of the home, but protects the home owner's interest.

There was a time when the restrictions we now place upon our properties were considered an infringement upon personal rights. Some were inclined to think we were dictating family affairs, but today the majority of people seeking homes will not buy unless the property is restricted.

Placing an addition such as Eastwood on the market is an important step in the progress of Houston. It means a greater Houston, better homes and more home owners. It is our purpose to make of it a home park where every child through his early environment may learn to appreciate

The Benefits of Restricted Additions in Contrast with the Unrestricted as Shown Above





Photographs of Construction Work
In Eastwood

OWNERS OF EASTWOOD PLAN HANDSOME HOME

William A. Wilson Buys Franklin Avenue Property and Will Remodel Building for Offices

PRELIMINARY to the fitting of a handsome home and offices for the company the William A. Wilson Company has just effected the purchase of the two-story building at 910 Franklin Avenue. The transfer of the property was filed with the County Clerk Saturday morning. The property belonged to J. M. Dorrance and Daniel Rippey. It fronts 37 feet on Franklin Avenue and runs back 32 feet, all of which is covered by the building except a court 37x12 feet in the rear. The purchase price was \$1,000,000.

Mr. Wilson contemplates the expenditure of a large amount of money in the immediate future in remodeling his building into a handsome and thoroughly modern home for the company, with the object of occupying the entire building with the various offices and departments of that concern.

Preparations are being made on an extensive scale to place Eastwood, the handsome new residence addition now being improved by the company, on the market. This addition is undergoing extensive improvements in preparation for making of it one of the very pretty residence sections

of the city. The same broad plan, but worked out on a more elaborate and costlier scale, as what followed in marketing of Woodland Heights, is being followed in the opening up of Eastwood.

Preliminary to undertaking the extensive improvements being made on this property the company recently increased its capital stock from that of \$600,000 to \$800,000, and the immediate improvements outlined for Eastwood, part of which have been completed, will represent the expenditure of about \$300,000. Shelled streets and graded terraces comprise features in the treatment that will make of the property one of the very desirable ones for home building. It lies between the Galveston-Houston interurban electric line and the Harrisburg street car tracks and in addition is approached from McKinney Avenue and Leeland Avenue. The work of grading and draining the property and the installation of water and gas connections have been about completed.

Besides the city realty department of the company that experienced a year of great activity, its residence department constructed new homes throughout the year at the rate of two a week.—(From Houston Post, Jan. 5, 1913.)



WILLIAM A. WILSON
 Vice-President, The William A. Wilson Company



JOSEPH B. BOWLER
 President, William A. Wilson Company



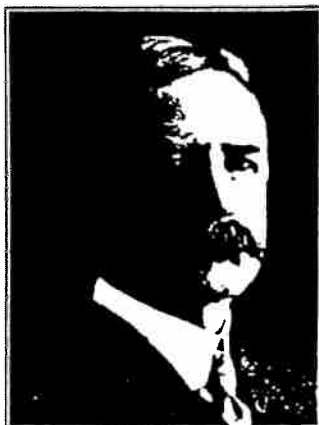
JAMES A. BAKER
 Baker, Botts, Parker & Garwood
 Attorneys



RUFUS CAGE
 Cravens & Cage Insurance

The Men Who Direct the Affairs of the William A. Wilson Company

WHILE the home reflects very much the man, and the man makes the home, so the personnel of the officers and directors reflect, in a large degree, the integrity of a company. We are in no sense agents. Besides a large amount of very valuable property in Houston, our company own and control exclusively Woodland Heights and Eastwood. These men are all stockholders in this company, therefore vitally interested in the success of Eastwood. They are all men who have made distinct successes in their chosen vocations. Backed by men of this character our company has been able to build up a business which stands at the head in its chosen line in Houston today, and judging a company by what it has done in building homes for hundreds of families in Houston; also the development of Woodland Heights, an achievement contributing much to the upbuilding of Houston, the success of our new home addition is assured.



BAKER W. ARMSTRONG
 Fuel Oil Broker



EDWIN B. PARKER
 Baker, Botts, Parker & Garwood
 Attorneys



GUY M. BRYAN
 Active Vice-President, Lumbermans
 National Bank