

*M.G. Smith*

NIELS ESPERSON BUILDING APRIL 10th, 1926

# Houston Post-Dispatch



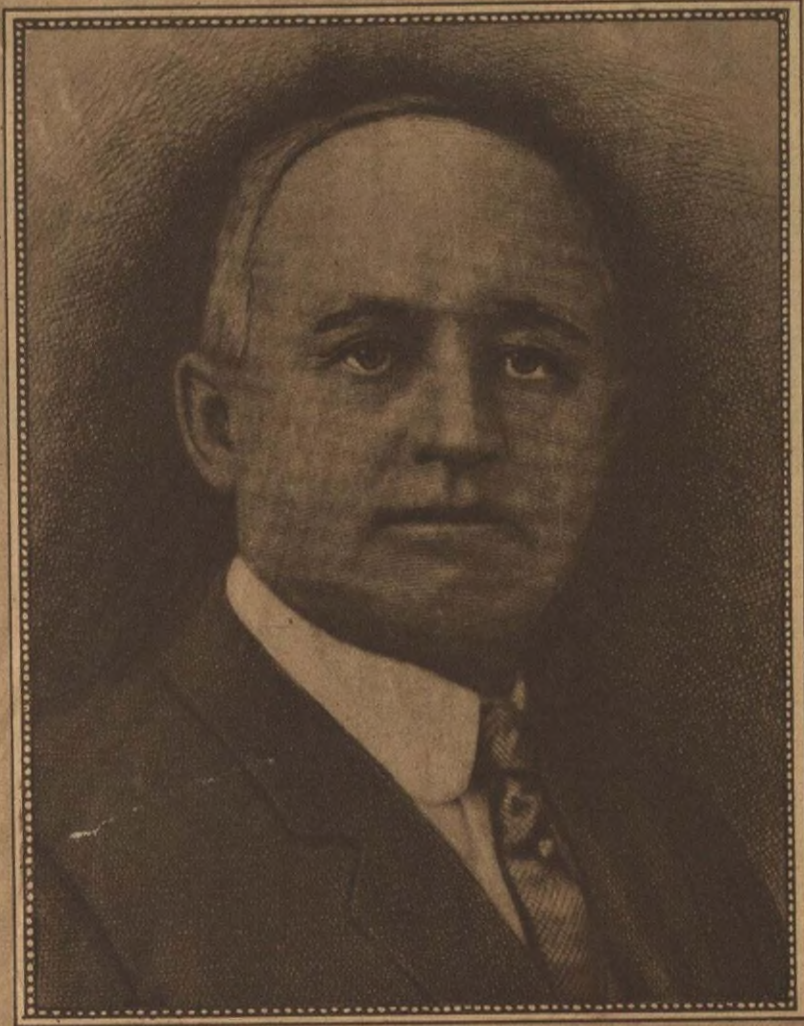
## NIELS ESPERSON BUILDING

RAINEY

UNIVERSITY  
3RD FLOOR  
BAY *Toy Hall*







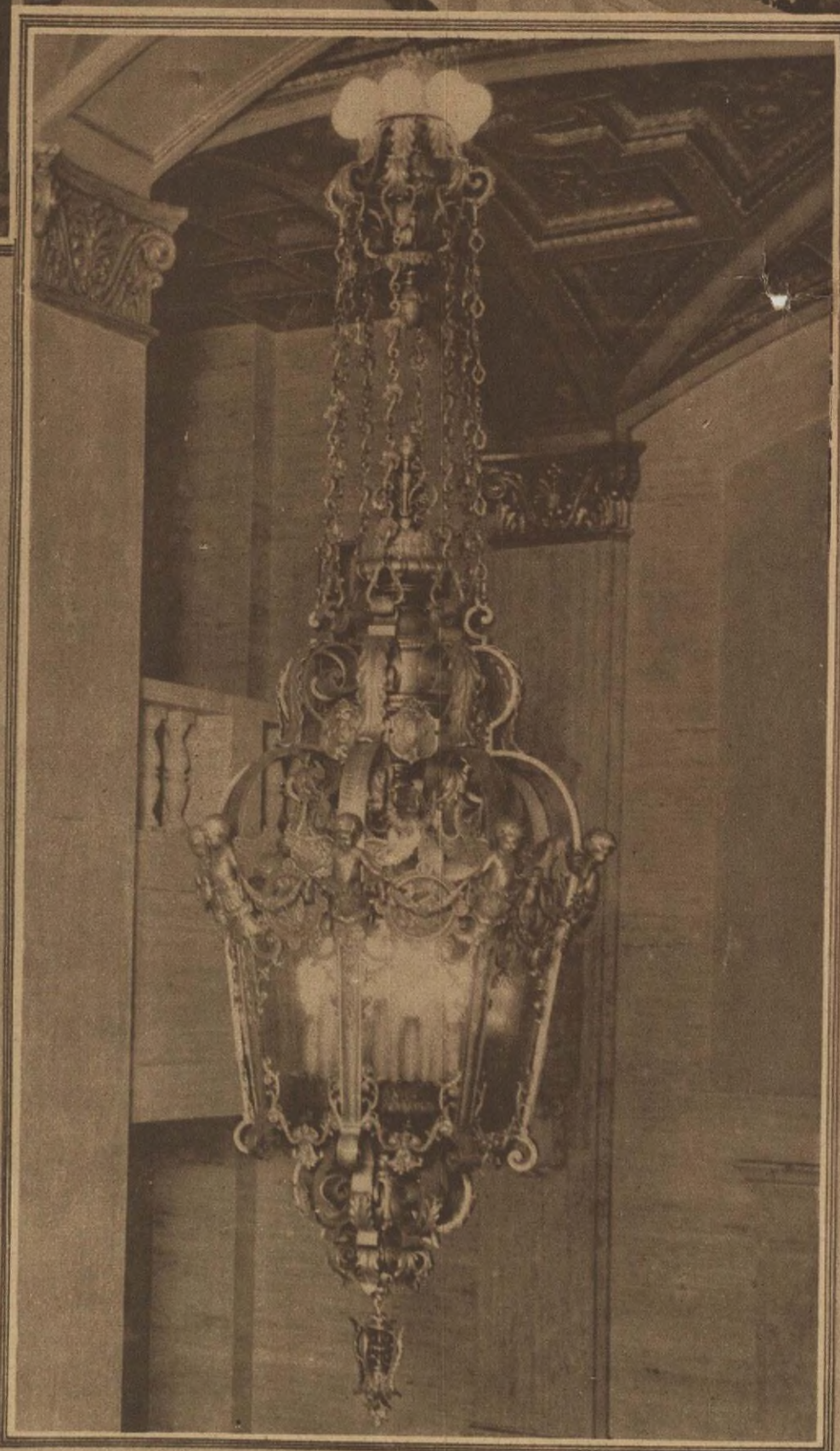
## NIELS ESPERSON

### NIELS PETER ESPERSON

*Thousands of miles from his final resting place in Glenwood cemetery, Houston, Niels Peter Esperson was born in the little seagirt isle of Bornholm, Denmark. The son of Herman and Julia Marie (Funk) Esperson, the sturdy and rugged stock of his parentage was manifest in his career from childhood. While a boy of fifteen, alone, fired with the ambition to carve his career in the land of opportunity, he came to the United States. In 1889 he was engaged in mining in California, from there he moved to Oklahoma, and engaged in the land and abstract business. There he married Mellie, the daughter of Thomas and Hanah Marie Keenan and moved to Yukon Oklahoma. He later mined for ore in Colorado; thence to Chanute, Kansas, and was one of the pioneer oil operators. In 1905 he settled at Houston, Texas, and engaged in oil development. He promoted the Invincible Oil Company, later sold his interest therein for Five Million Dollars. His dynamic energy made him active in varied industries. At the time of his death he owned the Moore's Bluff Rice Corporation, vast real estate holdings, including the Majestic Theatre, Houston; the site of the Niels Esperson building; about three hundred acres on the ship channel in the city limits; approximately thirty-five thousand acres at the mouth of the Rio Grande river; a roofing tile plant at Peru, Kansas, now a part of the Ludowici-Celadon Company; besides large interests in the Reed Roller Bit Company, American Maid Flour Mills, Grant Locomotive Works, and other holdings.*

*Niels Esperson was characterized as a man with high ideals, indomitable energy and unquenchable zeal. He visualized the progress and development of Houston, and proved his faith in the city as a future metropolis. He was generous, noble, and above all, loved his fellow man. He died in Chicago, Illinois, October 21, 1922, and was survived by his wife, now Mellie Esperson Stewart.*





The splendor of the Niels Esperson Building is nowhere better shown than on the Mezzanine balcony (above).

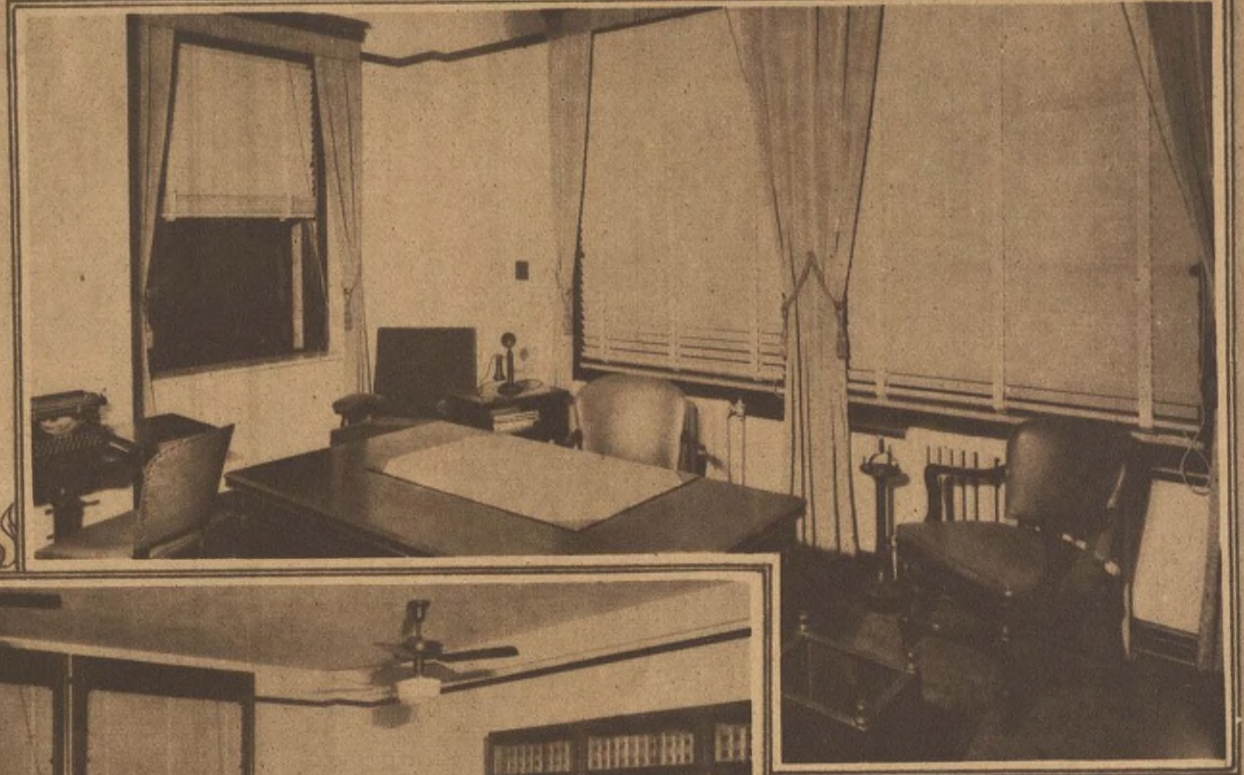
Here metal and stone are softened by pattern and turn to a magnificence suggestive of the Orient.

At left — Hand wrought chandeliers specially designed for the building.

This beautiful pendant is suspended in the Main Lobby.



At right—A corner of private office of Mr. J. C. Leonard of the J. C. Leonard Company at Suites 1206-7-8.



Left — Detail of library of Mr. B. F. Louis, lawyer, on fourteenth floor.

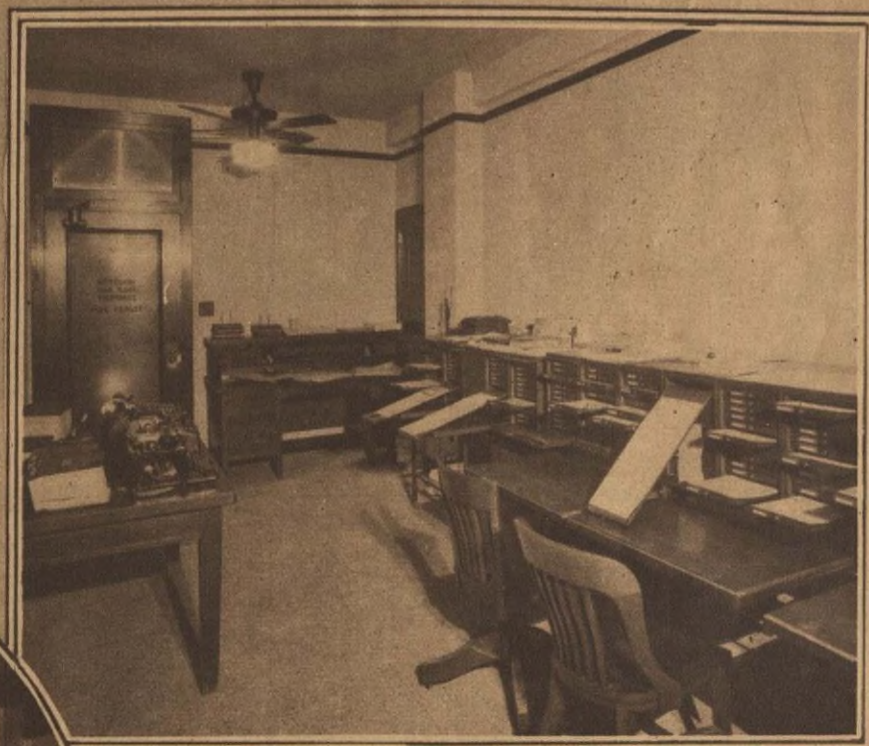
# B. F. LOUIS LAWYER

SUITE 1411-1412

Telephone PRESTON 0436



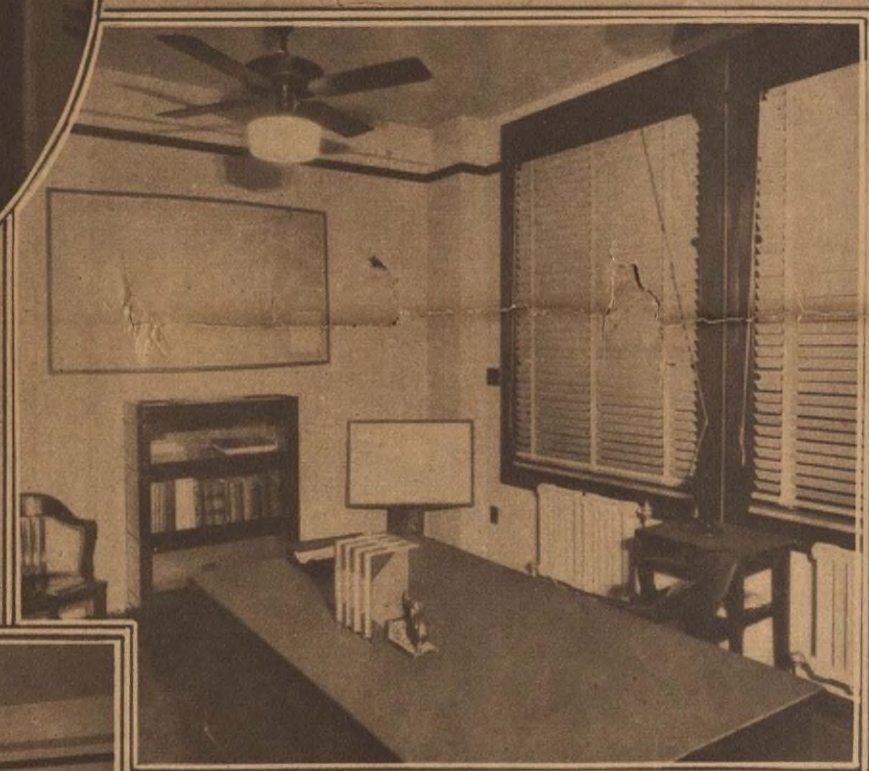
THE NEW HOME  
*...of...*  
 THE HOUSTON GULF  
 GAS COMPANY  
 on the NINETEENTH FLOOR



Corner Detail of  
 Stores Department



RECEPTION ENTRANCE  
 TO VARIOUS SUITES



SPECIMEN OFFICE OF  
 EXECUTIVES



LAND AND LEASE  
 DEPARTMENT

PARTIAL VIEW OF THE  
 PURCHASING DEPARTMENT







*Teas* NURSERY COMPANY  
Landscape Service



TEAS NURSERY CO. — 509 Niels Esperson Building

# A Wise Conclusion Used

"MASURY"  
FIRST COATER

"MASURY"  
PERFECTION FLAT

"MASURY"  
COSMOLAC



NIELS ESPERSON BUILDING  
HOUSTON, TEXAS

March 17, 1927

Mr. John Bute, President  
James Bute Company  
Houston, Texas

Dear Sir:

If you will recall -- at the time specifications were given for the requirements of paint and surface protection, each and every sample of paint was subjected to the most severe chemical and physical tests.

After comparative reports, our architects found that the Masury products withstood every test and, for that reason, the products of your firm have been specified in the surface protection of the Niels Esperson Building throughout.

Very truly,

NIELS ESPERSON BUILDING

By *Mrs Esperson Stewart*

MES:RMH

## James Bute Company

"26 Years of Dependable Service"

TEXAS AT FANNIN

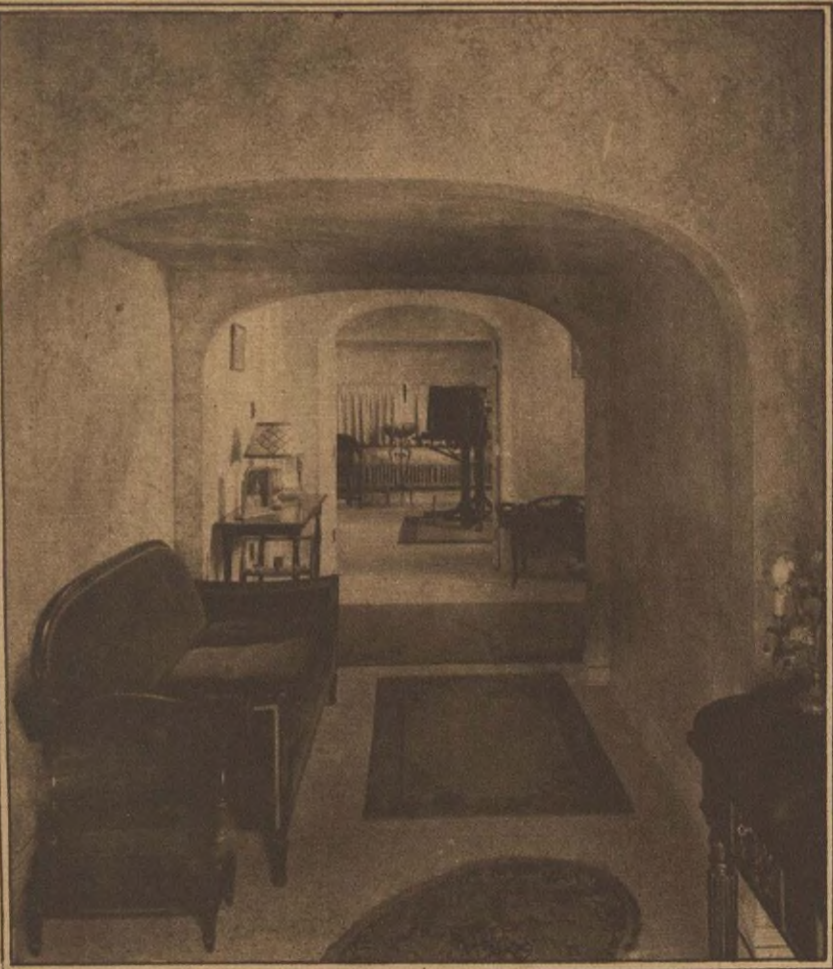
HOUSTON, TEXAS





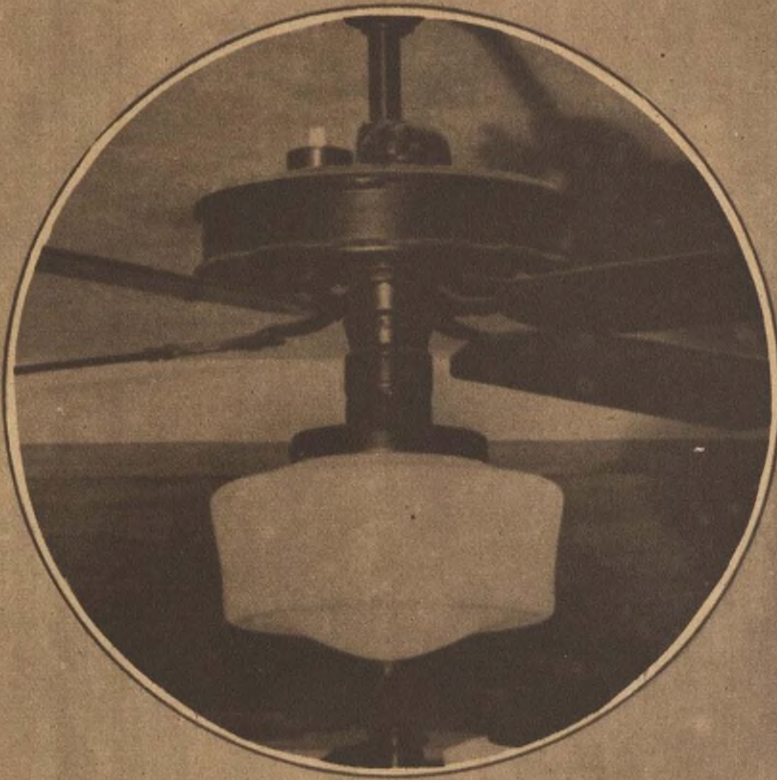
The Niels Esperson  
Building takes  
its place on  
Houston's skyline





Interior of the  
**CALVIN  
WHEAT  
STUDIO**

located on the  
twenty-first  
floor



*Only the Best*

The best of materials and the best of fixtures have gone into the Niels Esperson Building. It is worthy of note that, when the orders for fixtures were placed, Caywood Electric Company got the business.

We are exclusive jobbers for the fixtures shown above.

**CAYWOOD ELECTRIC CO.**

Hadley 4225

2309 Main



The beautiful toned bells on the Niels Esperson building are DEAGAN TOWER CHIMES, produced and installed by

**J. C. DEAGAN**  
INCORPORATED  
292 DEAGAN BUILDING  
CHICAGO

**THE CARGILL CO.**

Office Specialties,  
Filing Equipment,  
Loose Leaf Supplies,  
Stationery and the Production of  
Printing, Engraving, Embossing,  
Lithographing, Etc.

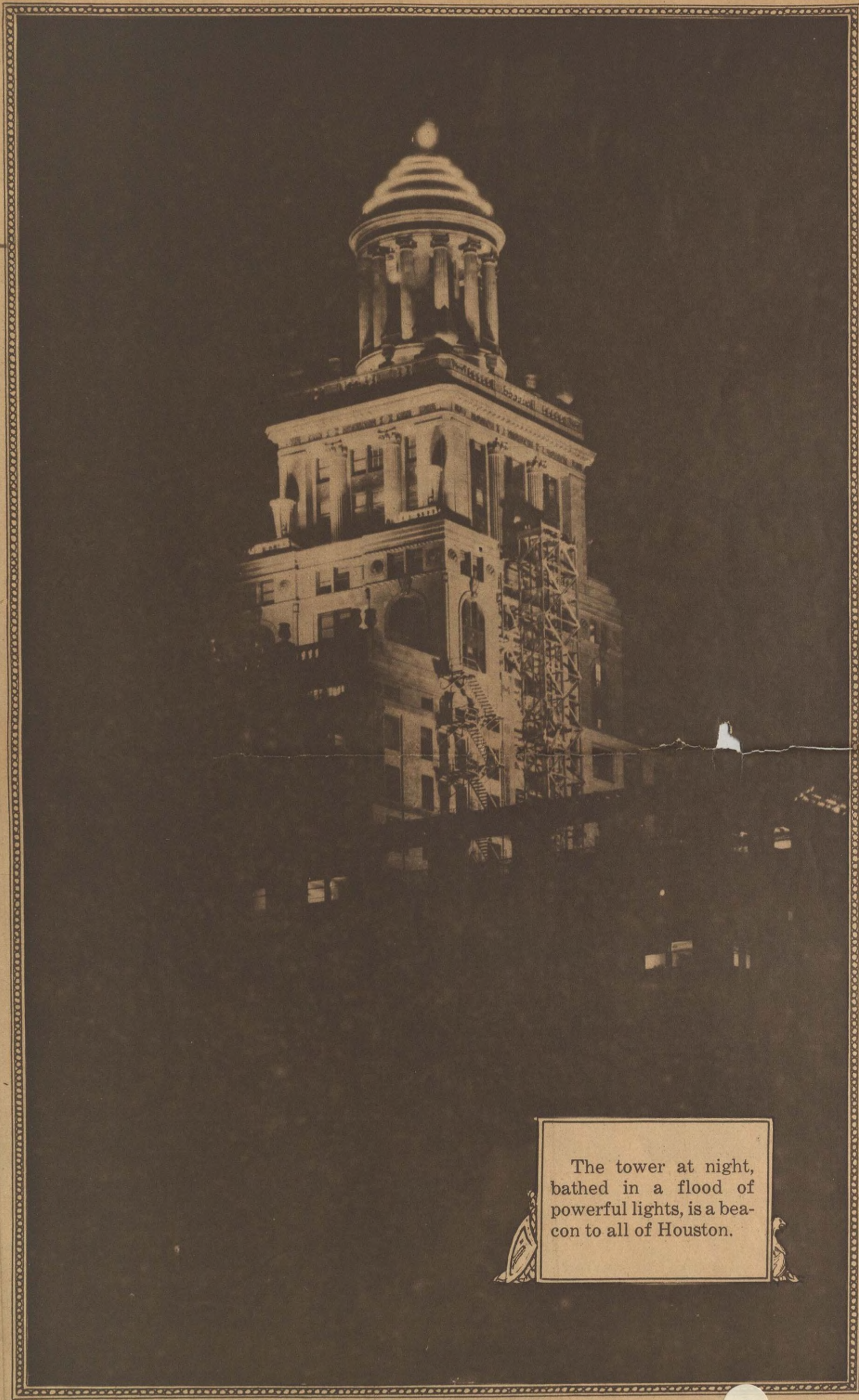


Seventy-five Thousand Square Feet of Floor Space Devoted Entirely to the Display of Office Furniture and Equipment,

Directors' Room, Guardian Trust Co.  
Equipped with Doten-Dunton Executive Office Furniture—We Are Exclusive Agents

**THE CARGILL CO.**  
HOUSTON





The tower at night,  
bathed in a flood of  
powerful lights, is a bea-  
con to all of Houston.



OFFICES

... OF ...

# R. B. Bowen and Company

Insurance and Bonds

Occupy the Twenty-Sixth  
Floor of the Building



Private Office of Mr. R. B. Bowen



The General Office



Detail  
of Office  
in the Loss Department



Reception room which permits  
direct entrance to every office  
in the suite.



Office of Mr. G. V. Kane  
General Manager





LIGHTNING

MISFORTUNE

WIND

DISASTER

### SHIELDED and PROTECTED by INSURANCE

**T**HE NIELS ESPERSON BUILDING has been completely insured against the ravages of fire, wind, explosion, disaster, and misfortune.

It is but prudence and good judgment in those who build with care to also protect that which is beautiful, useful and valuable.

We have provided this protection for the owner of the Niels Esperson Building.

The Bowen Shield of Protection is on all of these policies and this shield means as much to the smallest cottage as it does to this lofty building.

**R. B. BOWEN & CO.**

Insurance and Bonds

Niels Esperson Building—Houston, Texas



FIRE

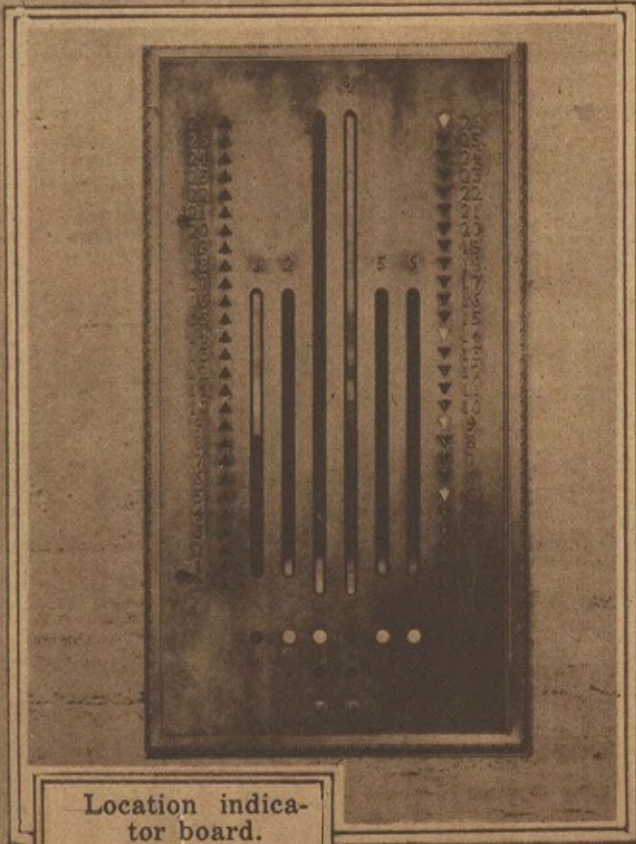
EXPLOSIONS

STORMS

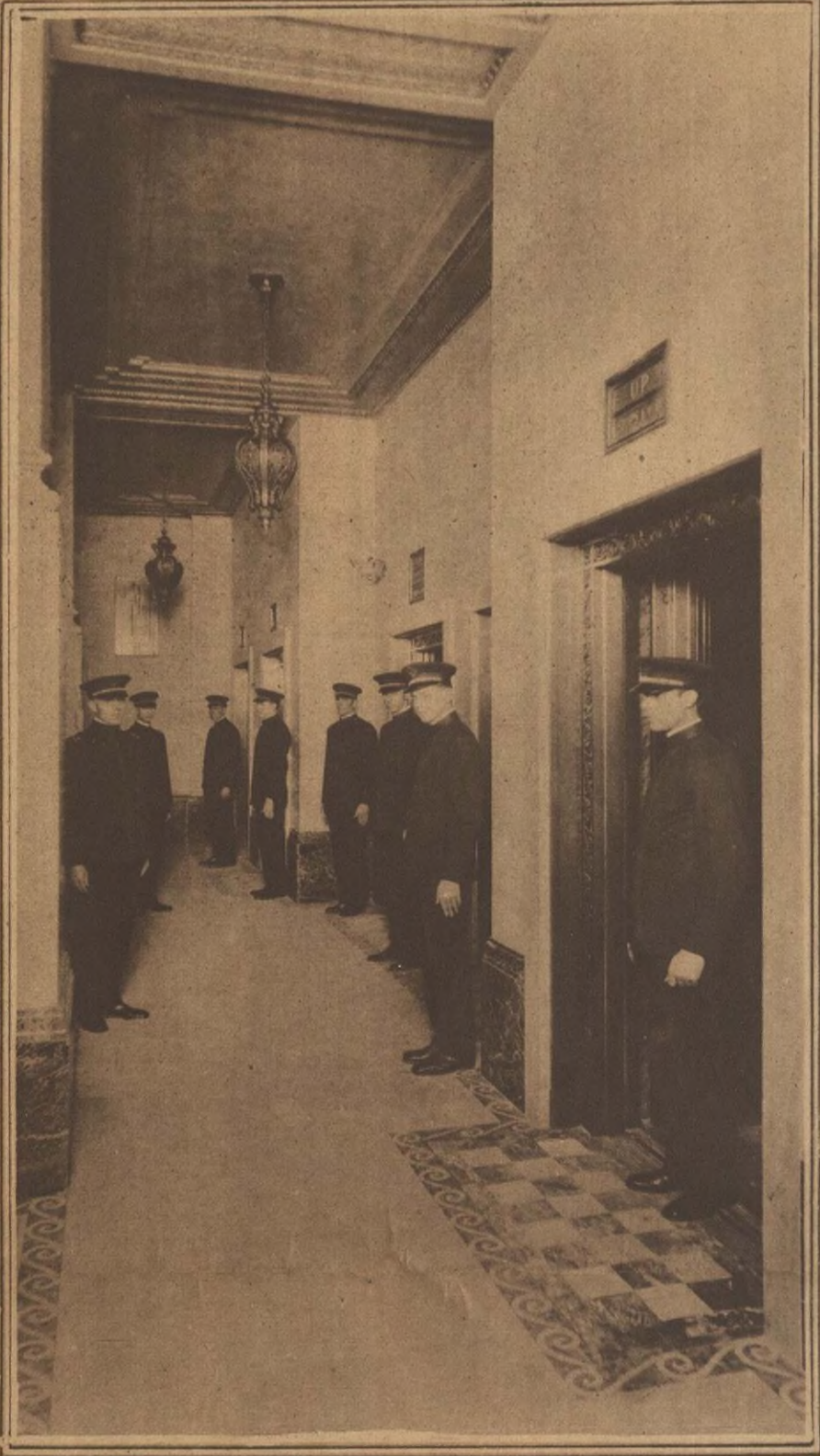




The Otis signal control elevator system in the building is termed one of the finest in the country.



Location indicator board.



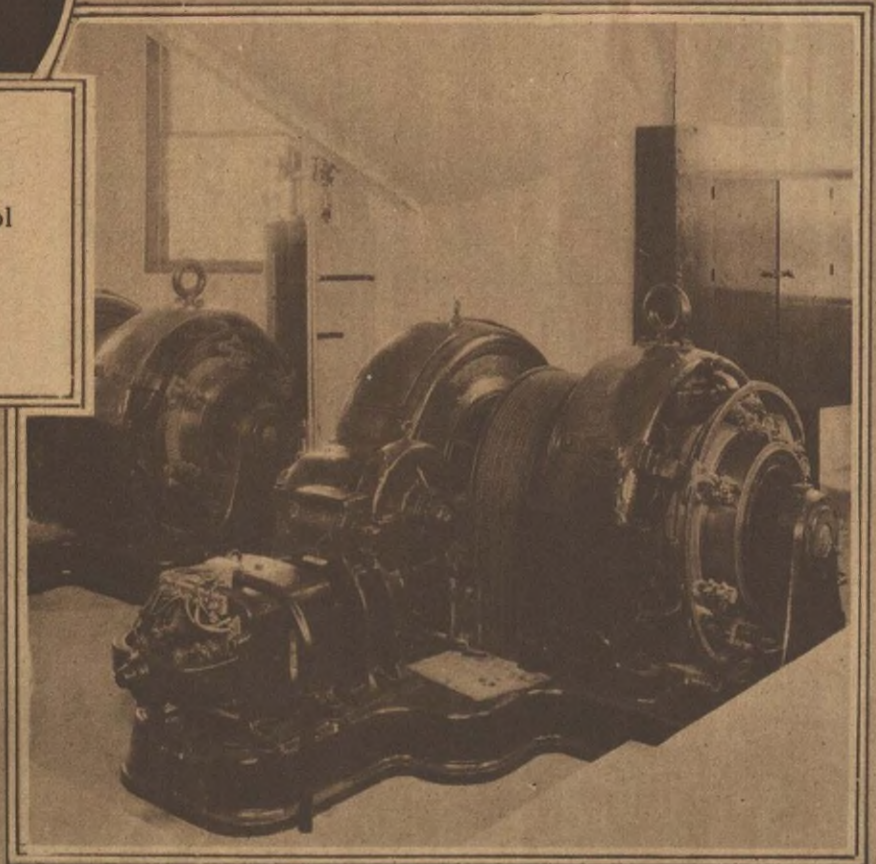
Partial view of six elevator entrances operated by expertly trained men.



Director at Signal control board



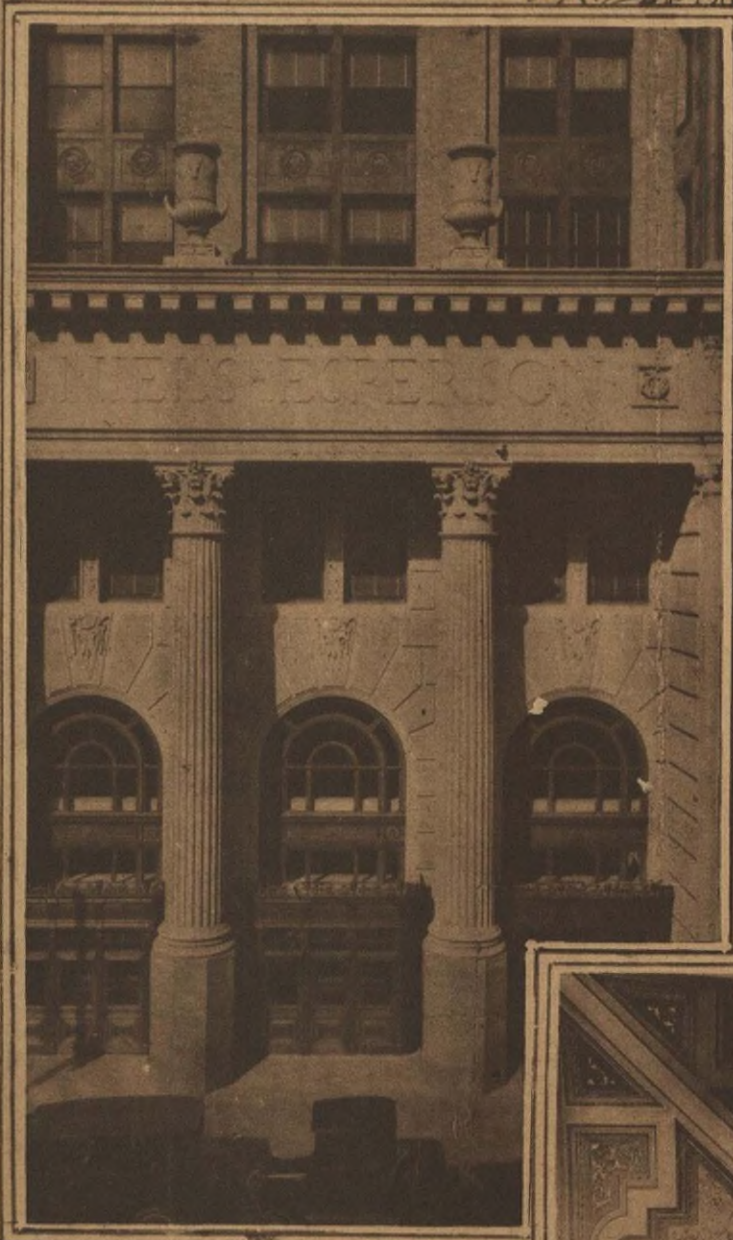
Operator at cab control



Two units of elevator machine in elevator machine room above the shafts



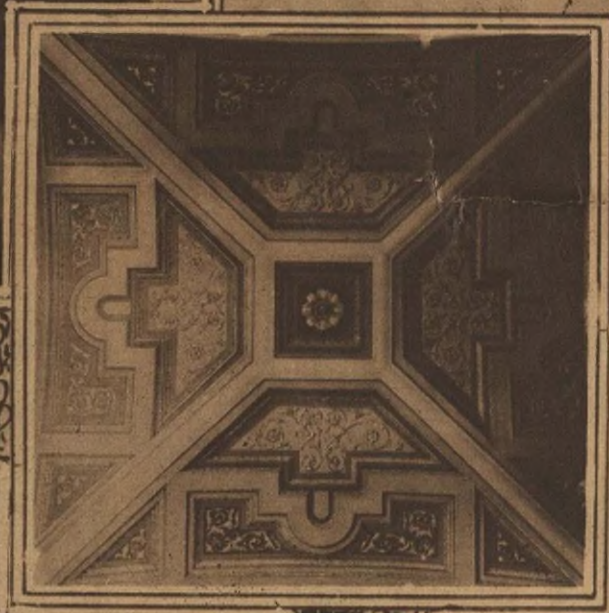
*Details of interesting views in and about the building.*



The main entrance on Travis Street.



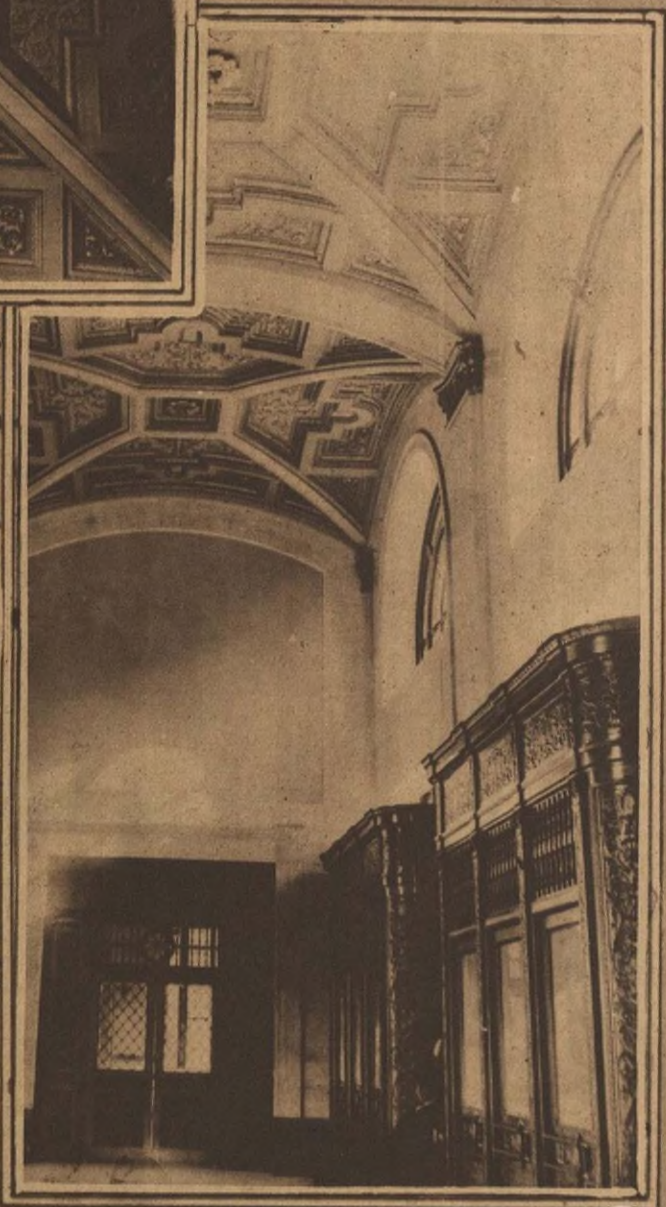
Each elevator entrance, a masterpiece of design, expressive of Nordic influence in art.



The color scheme of gold, red and blue applied to elaborate design in ceiling decoration radiates an atmosphere truly majestic.



Main lobby showing elevator entrances. An automatic express system which is most efficient in the South quickly dispatches passengers.



Interior of main entrance, with lobby entrance to Guardian Trust Company in background.



# Various Interiors

...of...

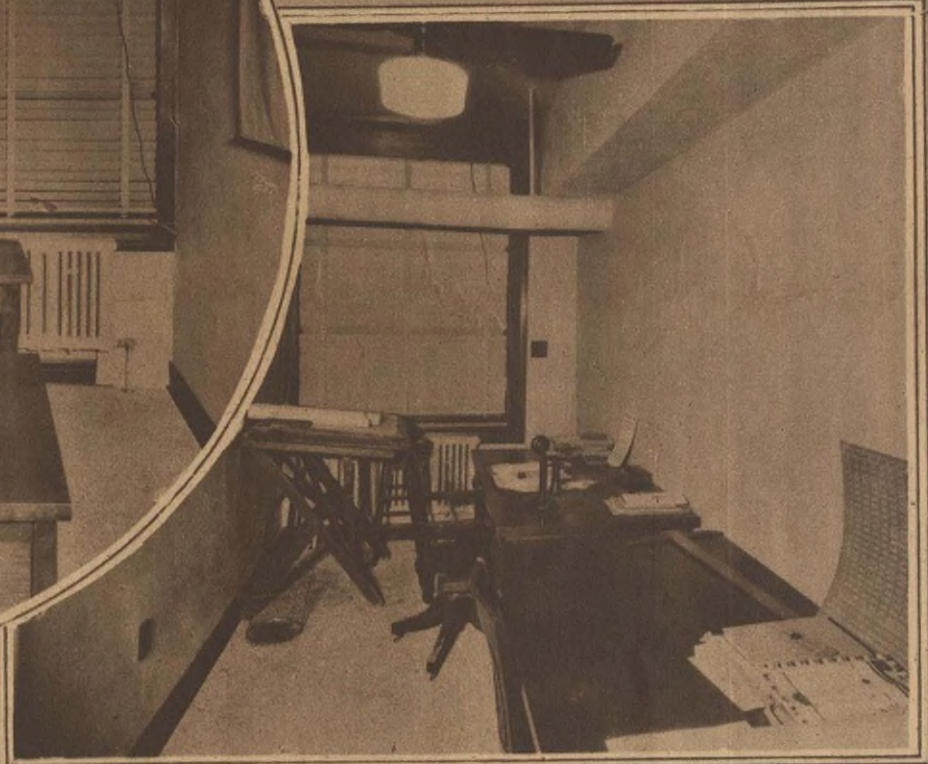
## Tenants' Offices



**PRIVATE OFFICE C. L. WOODS**  
 President of Homebuilders Investment Company and La Porte Industrial Development Company.



Office of Alan T. Cooke on 21st floor.



Drafting room in office of Alan T. Cooke Company.



Partial view of lobby in offices of C. A. Bryan Real Estate Corporation on the eleventh floor.



A view of the main office of the J. C. Leonard Company.



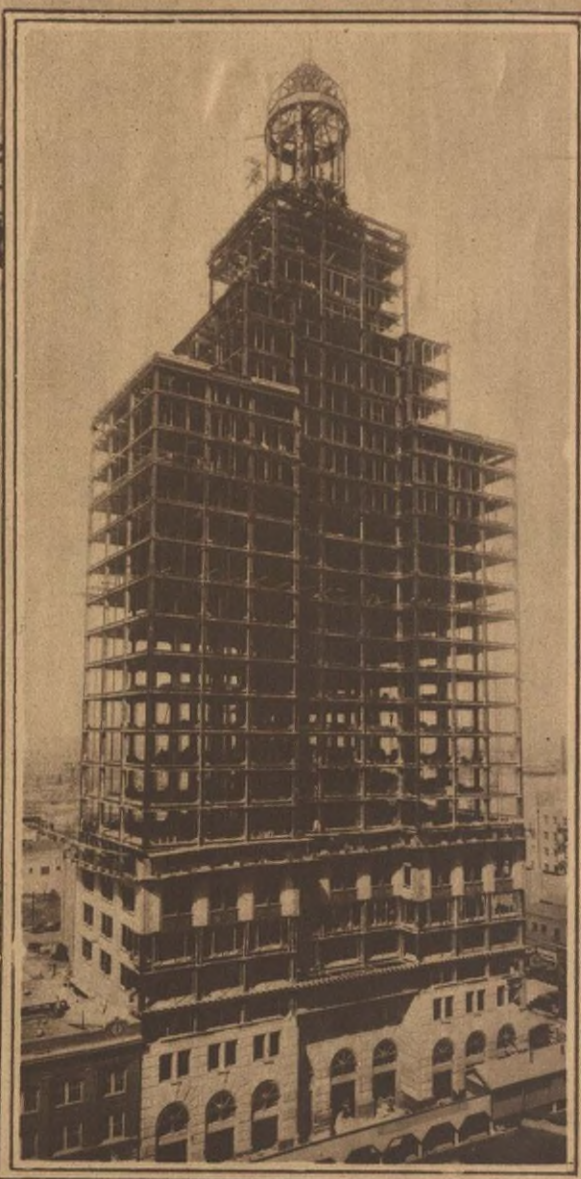
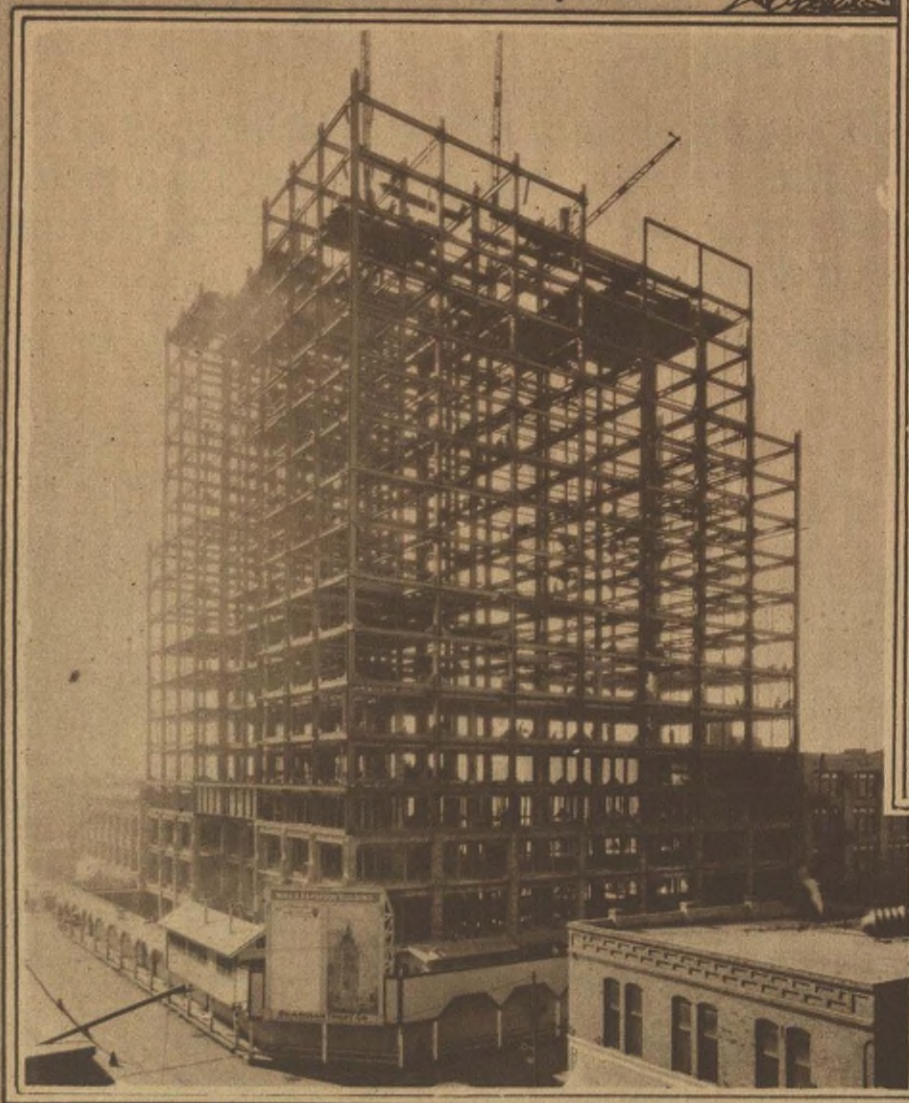
PICTURES OF PROGRESS  
in ERECTION of BUILDING



Clearing ground to prepare for excavation.



First steel column is set in place.



Steel work is completed  
February 15th, 1926.

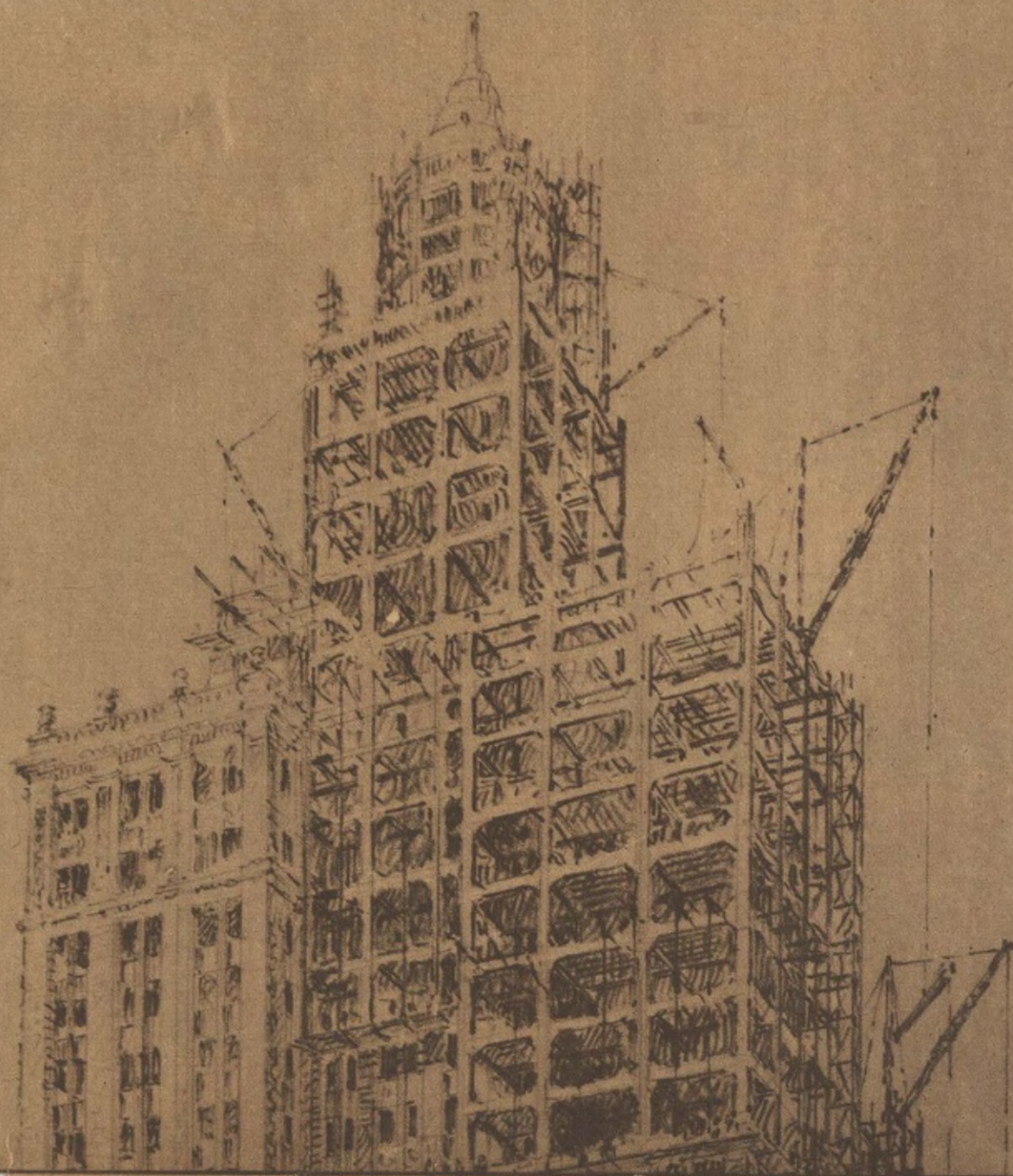


Construction of exterior finished on schedule October 1st, 1926.

Skeleton of steel rapidly nearing completion, December 1st, 1926.

3





*The Execution of the Architectural Details in connection with the Niels Esperson Building shall always be remembered by me as one of the most unusual, most pleasant, and successful experiences.*

*THE sincere and untiring support, guidance and advice of Mrs. Esperson Stewart, the owner, has given me inspiration, and the great achievement represented by this magnificent building is entirely due to these influences.*

*I am proud of the Niels Esperson Building.*

*JOHN EBERSON,  
Architect*





*The planning and erection of a building of this magnitude required the influence of art, beauty, engineering, finance and legal counsel.*



Mellie Esperson Stewart going over the plans with her building committee, Jno. Ebersson, architect; B. F. Louis, legal counsel, and R. B. Bowen, financial agent.



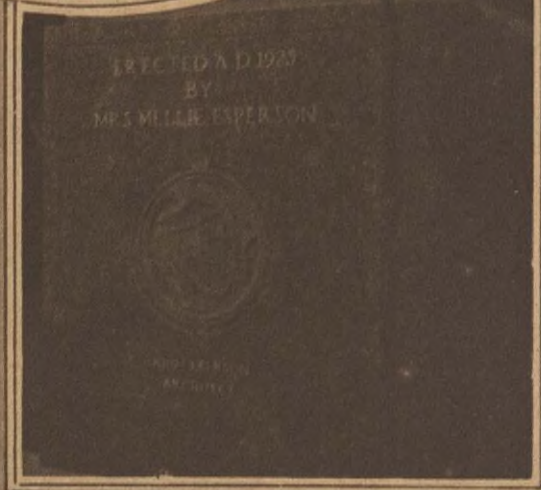
April 9, 1925, Mellie Esperson Stewart prepares to break ground for the new building. Mrs. Stewart opened the throttle of the steam shovel and turned the first dirt.



Mellie Esperson Stewart, owner and builder of the Niels Esperson building, through whose industry and business acumen this elegant structure has been made possible.



Distinguished gathering at the laying of the cornerstone on April 10, 1926. Mrs. Stewart in the center of the foreground. Appropriate speeches were made by the leaders in Houston business life.



The cornerstone, weighing two tons, containing documentary evidence of the greatness of the founder, Niels Esperson, and the detailed account of its planning and erection. On the face of the block, the heraldic shield of the Esperson Estate with its Norse influence, a symbolic reflection of strength, piety, bravery and honor.

Amyth 2158 696

15



# J. C. LEONARD COMPANY

## 12<sup>th</sup> Floor Esperson Building

### *Mortgage Loan Specialists*

Whether the construction be just an humble cottage or a colossal commercial enterprise, its success is best assured by the counsel and aid of specialists of recognized ability and long experience. In the matter of financing, the J. C. Leonard Company has such a service available at all times for your convenience. Twenty-one years of specialization in Real Estate Mortgage Loans is at your command.

YOU ARE INVITED  
TO VISIT THE COMPANY'S OFFICES

Office Manager  
J. G. Hestwood

Manager City Loan Department  
E. T. Johnson

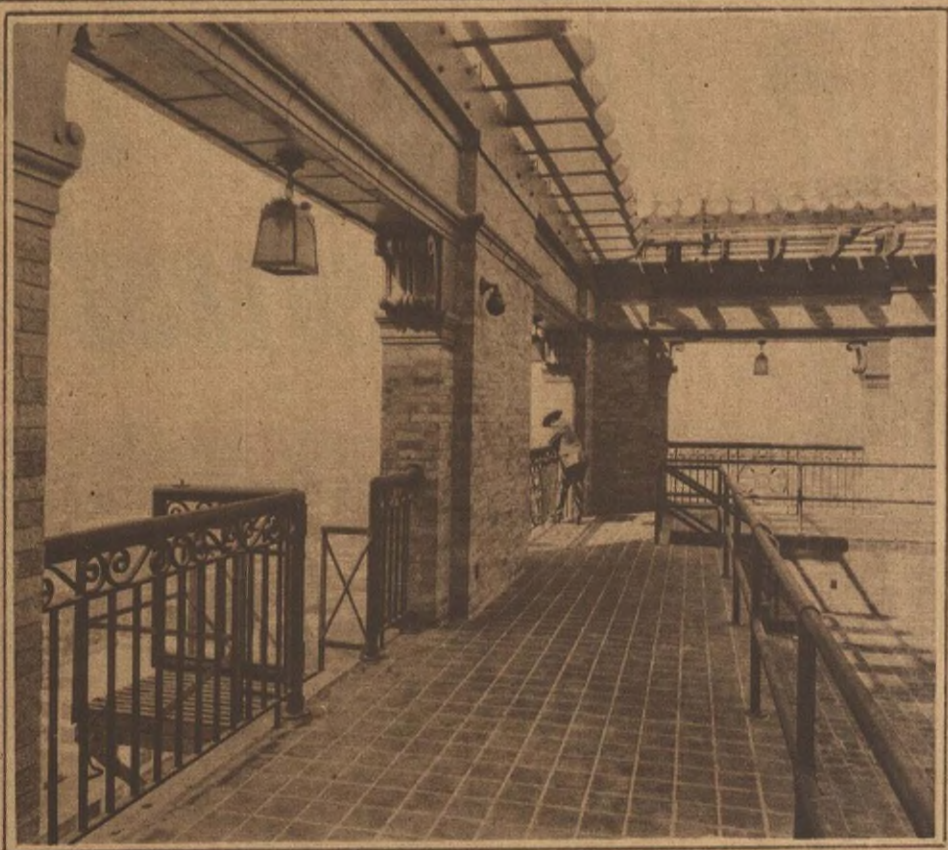
Assistant Manager  
D. M. Blackman

FINANCIAL CORRESPONDENTS  
Massachusetts Mutual Life Insurance  
Company  
SPRINGFIELD, MASSACHUSETTS  
The Mortgage-Bond Company  
of New York  
NEW YORK

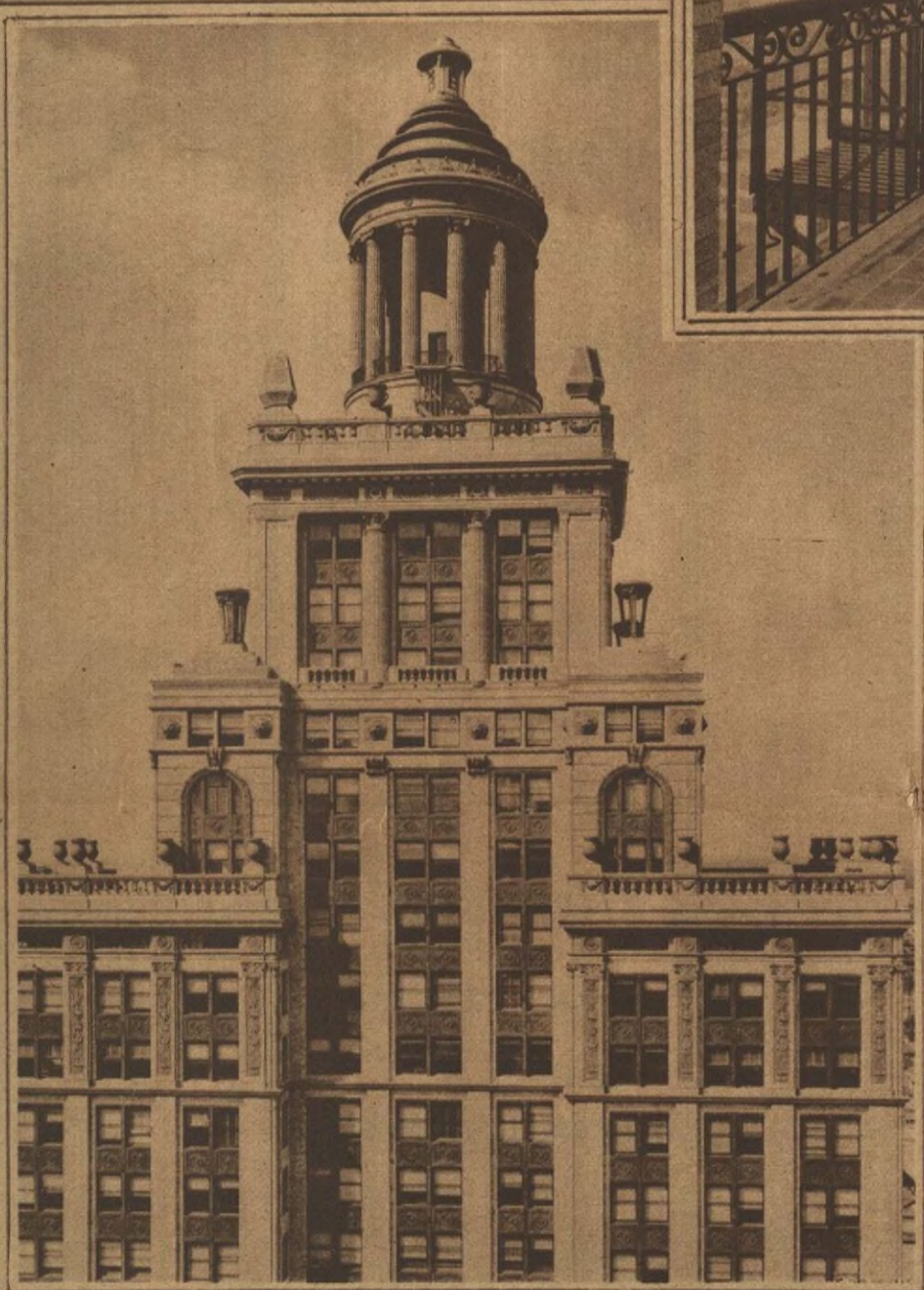




ROOF GARDENS  
A Prominent Feature  
of the Building



Corner of large roof garden, seventeenth floor.



Upper portion of building and observation tower.



Detail of observation tower.



One of private roof gardens on the twenty-fifth floor.



# *A Worthy Monument to Honest Endeavor*

ACOLOSSAL  
commercial mon-  
ument to Niels Es-  
person, whose dil-  
igent and brilliant  
business career  
made possible this  
structure of im-  
posing strength,  
enduring steel and  
granite symbolic  
of the character of  
the man.

• **AMERICAN** •  
**CONSTRUCTION COMPANY**



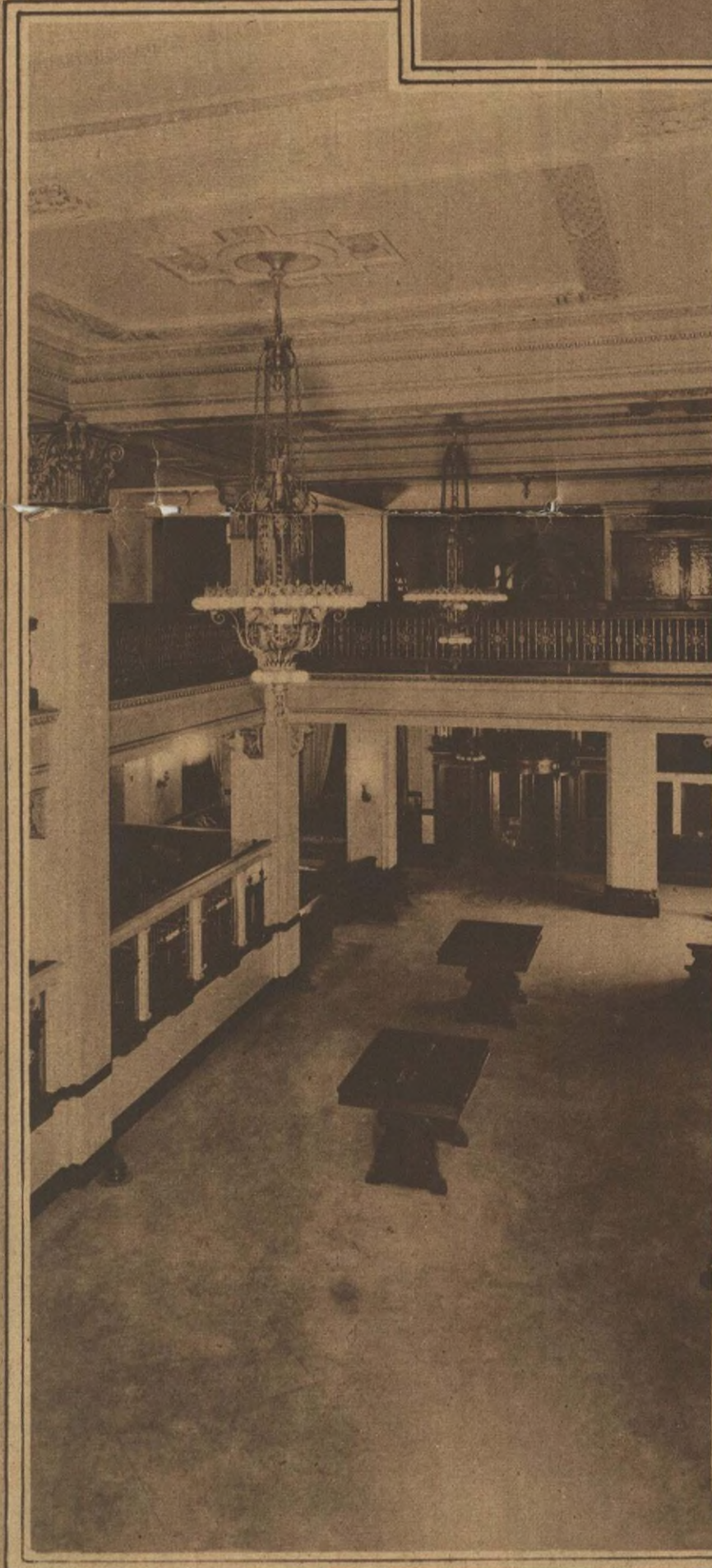
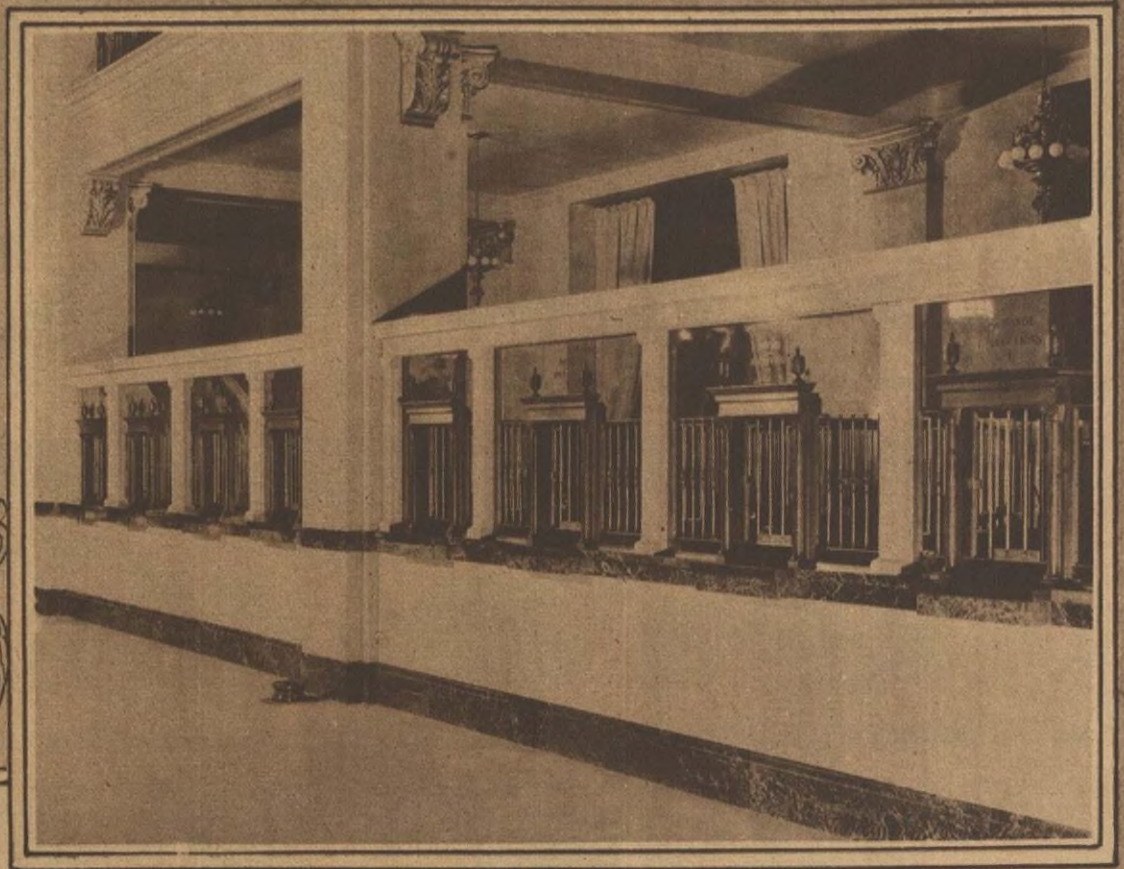


*Through One Door  
to All Your Banking*

—  
**GUARDIAN  
TRUST  
COMPANY**



COMMERCIAL  
BANKING  
DEPARTMENT



**T**HE Guardian Trust Company, incorporates in its banking department all things done by any well regulated bank, such as checking accounts, loans to firms, corporations, individuals.

“To give to reputable firms, banks, corporations and individuals a banking service of definiteness, of stability, of character, of sympathetic understanding, coupled with the desire to serve and the ability to help, to the mutual profit of the bank and the customers” is the foundation stone of this department.

The view shown here will give you some idea of the completeness of the banking facilities.



## TRUST DEPARTMENT

The Trust Department has been active since the organization of the company. The business of this department has grown and expanded so that, at the present time, it is handling every type of Trust business, and through actual experience has built an organization and personnel capable of taking care of it in an efficient and economical manner.



### Office of Trust Officer

Note privacy, so necessary for discussion of trust matters.

### General Office of Trust Department

### A Portion of the Real Estate Loan Department



This department serves in the capacities of:

1. Executor and Administrator.
2. Voluntary and Testamentary Trustee.
3. Guardian of the estate of a minor or an incompetent.
4. Registrar and transfer agent.
5. Receiver.
6. Trustee under bond issues and mortgages.
7. Attorney in fact, agent and escrow agent.



The  
**Guardian Trust Company**  
*An organization become  
 an institution*  
**WELCOMES YOU  
 HOME**



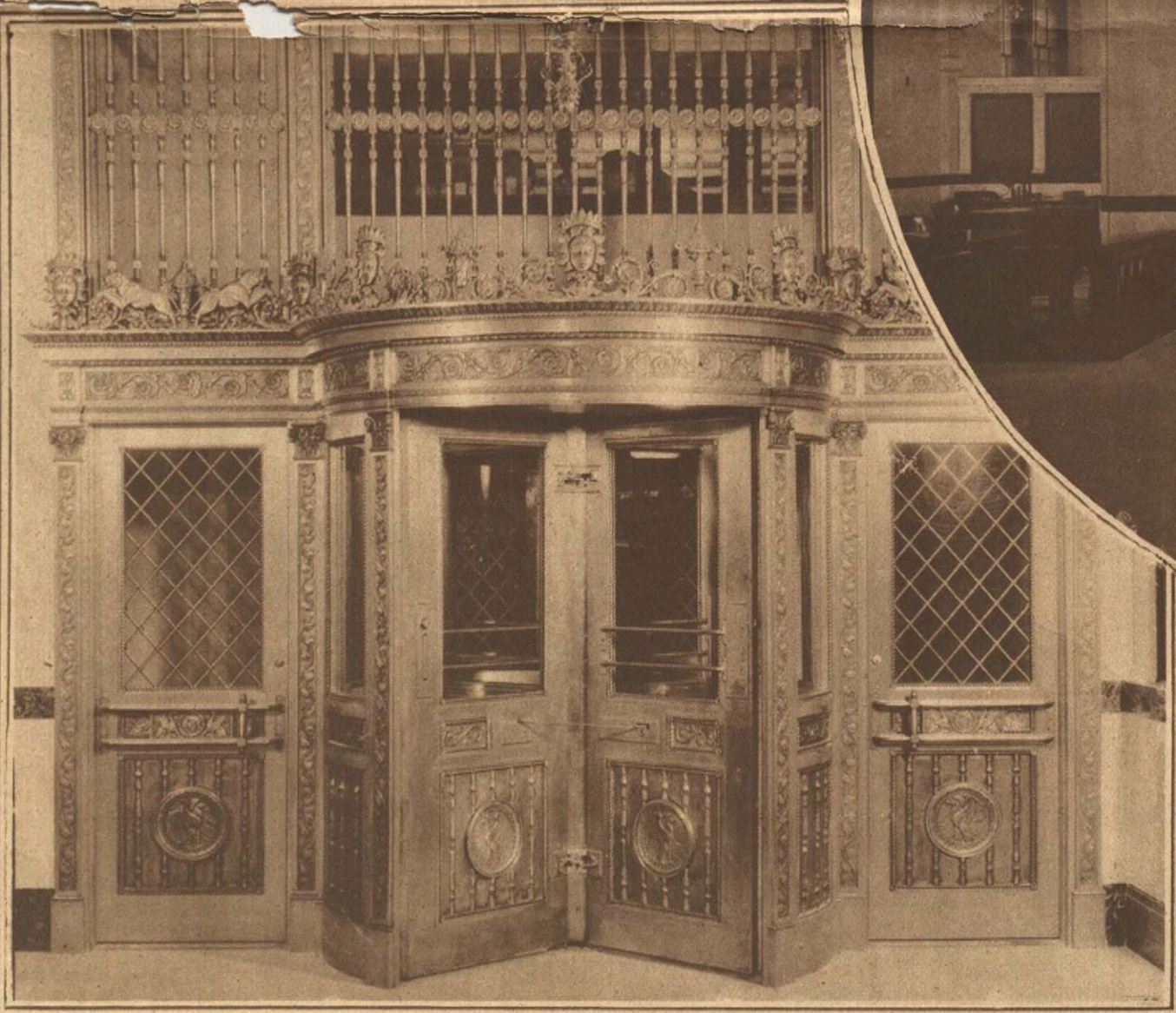
Ten years ago the Guardian Trust Company occupied two offices on the fifth floor of this building.



Officers' quarters in Banking and Bond Department



Main  
 Lobby



Door and grill work at main entrance from inside



Staircase leading to Real Estate, Real Estate Loan and Trust Departments

**W**E would like to be able to make it quite clear to you that these splendid surroundings in which we are privileged to work do not belong to us—but to you, whom we serve. We want you to feel that we are welcoming you, not to the Guardian Trust Company's new home—but to your own. Make use of it.





## Real Estate Department

This department handles the sales of all classes of real estate. The Trust Company does not buy or sell real estate for its own account, but it buys as agent from its clients, and represents its patrons on the sale and development of all classes of property. The department is organized and operated by department heads, all acting under the general supervision of the Real Estate Officer.

The subdivision of residential property for clients has been one of the principal functions of this department. Among the residential additions developed by this Department are Broadacres, Edgemont, Lancaster, Mandell, Palmer Place, Denver, Camp Logan, Oak Court, Winlow Place, and Riverside Terrace.

### Riverside Terrace

Southmore  
Boulevard  
Looking  
East  
from  
Alameda



In oval—Homes on Southmore Boulevard, Riverside Terrace

Above—Looking west from Broadacres on North Boulevard into Edgemont

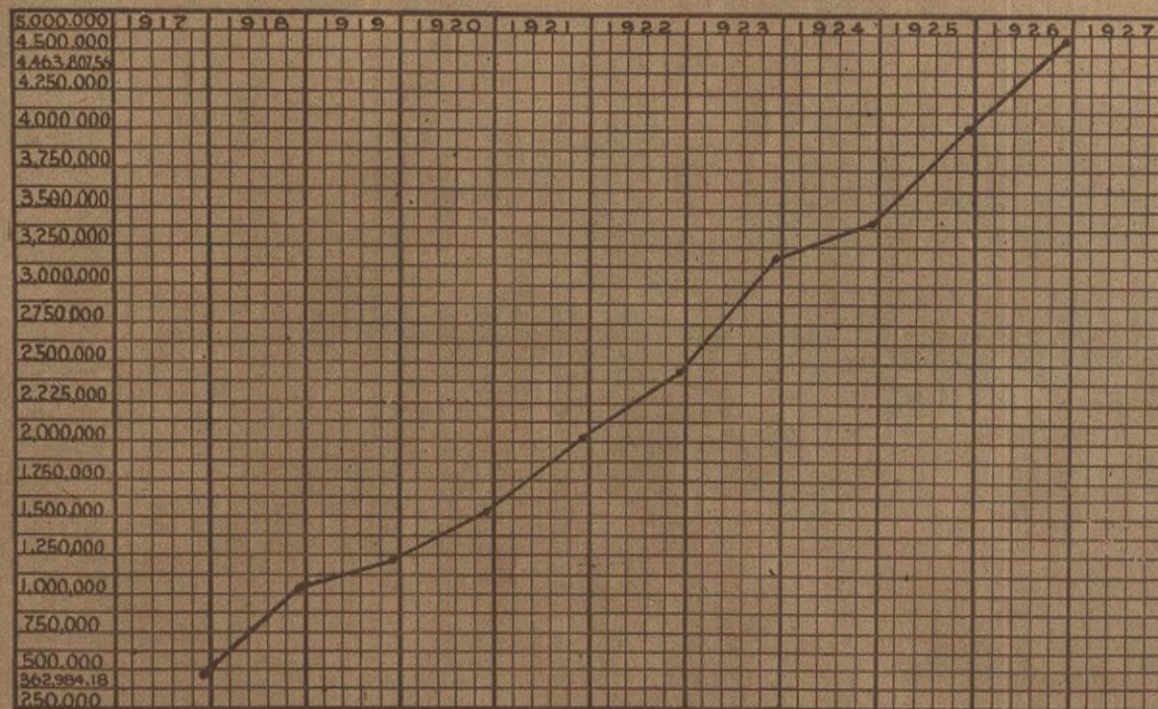
At right—Broadacres. Park and entrance on North Boulevard





**T**HE GUARDIAN TRUST COMPANY was incorporated on the 15th day of February, 1917, with a paid in capital of \$200,000 and surplus of \$50,000. The Company occupied two offices on the fifth floor of the Commercial National Bank Building, having approximately 400 square feet of floor space. The office force consisted of Mr. C. M. Malone, Vice President, and Miss Sylvia Wilkins, Secretary.

Its present quarters in the Niels Esperson Building, occupied on its tenth anniversary, contain approximately 23,000 square feet of floor space, located on the first three floors of this building. It now has active officers and employees of eighty-one. Its Capital is \$600,000, Surplus \$600,000, and Undivided Profits \$300,000.



The business is divided into several departments as follows:

**BANKING** — Under the management of Mr. T. P. Priddie, Jr., vice president.

**BOND**—Handling all high class municipal, industrial and foreign bonds—Under the management of Mr. L. B. Duquette, vice president.

**REAL ESTATE LOAN**—Under the management of Mr. Ira F. Reed, vice president.

**TRUST**—Under the management of Mr. W. Browne Baker, vice president.

**SAFETY DEPOSIT VAULTS AND REAL ESTATE MORTGAGES**—Under the management of Mr. Norman Sterling, treasurer.

**REAL ESTATE** — Under the management of Mr. C. E. Malone.

### OFFICERS

JAS. A. BAKER, President  
 EDWIN B. PARKER, First Vice President  
 C. M. MALONE, Vice President and Manager  
 ENNIS CARGILL, Vice President  
 F. A. HEITMANN, Vice President  
 T. P. PRIDDIE, JR., Vice President  
 W. BROWNE BAKER, Vice President and Trust Officer  
 IRA F. REED, Vice President  
 L. B. DUQUETTE, Vice President and Manager Bond Department

NORMAN STERLING, Treasurer  
 RAYMOND NEILSON, Assistant Secretary  
 LEE M. DUGGAN, Assistant Secretary  
 L. A. DOWLEN, Assistant Treasurer  
 J. S. WHITWORTH, Assistant Trust Officer  
 CLAYTON E. MALONE, Manager Real Estate Department  
 BAKER, BOTTS, PARKER & GARWOOD, Counsel

### DIRECTORS

M. D. ANDERSON  
 JAS. A. BAKER  
 JAS. A. BAKER, JR.  
 R. E. BROOKS  
 R. L. BLAFFER  
 ENNIS CARGILL  
 W. T. CARTER, JR.  
 E. L. CRAIN  
 K. S. DARGAN

J. M. DORRANCE  
 THOMAS FLAXMAN  
 M. M. GRAVES  
 F. A. HEITMANN  
 JAS. P. HOUSTOUN  
 G. A. KELLEY  
 S. P. FARISH  
 C. M. MALONE

W. A. PARISH  
 EDWIN B. PARKER  
 JNO. S. RADFORD  
 W. M. RICE  
 SIMON SAKOWITZ  
 H. C. SCHUHMACHER  
 R. A. WELCH  
 WALTER H. WALNE





# TO THE GUARDIAN TRUST COMPANY

We wish to extend our congratulations to the officers and directors of The Guardian Trust Company upon the occupancy of their new and modern Banking Rooms—which are a credit to Houston.

Federal Trust Co.

National Bank of  
Commerce

The First National Bank

San Jacinto Trust Co.

Guaranty National Bank

Seaport National Bank

Houston Land and Trust  
Company

Second National Bank

Houston National Bank

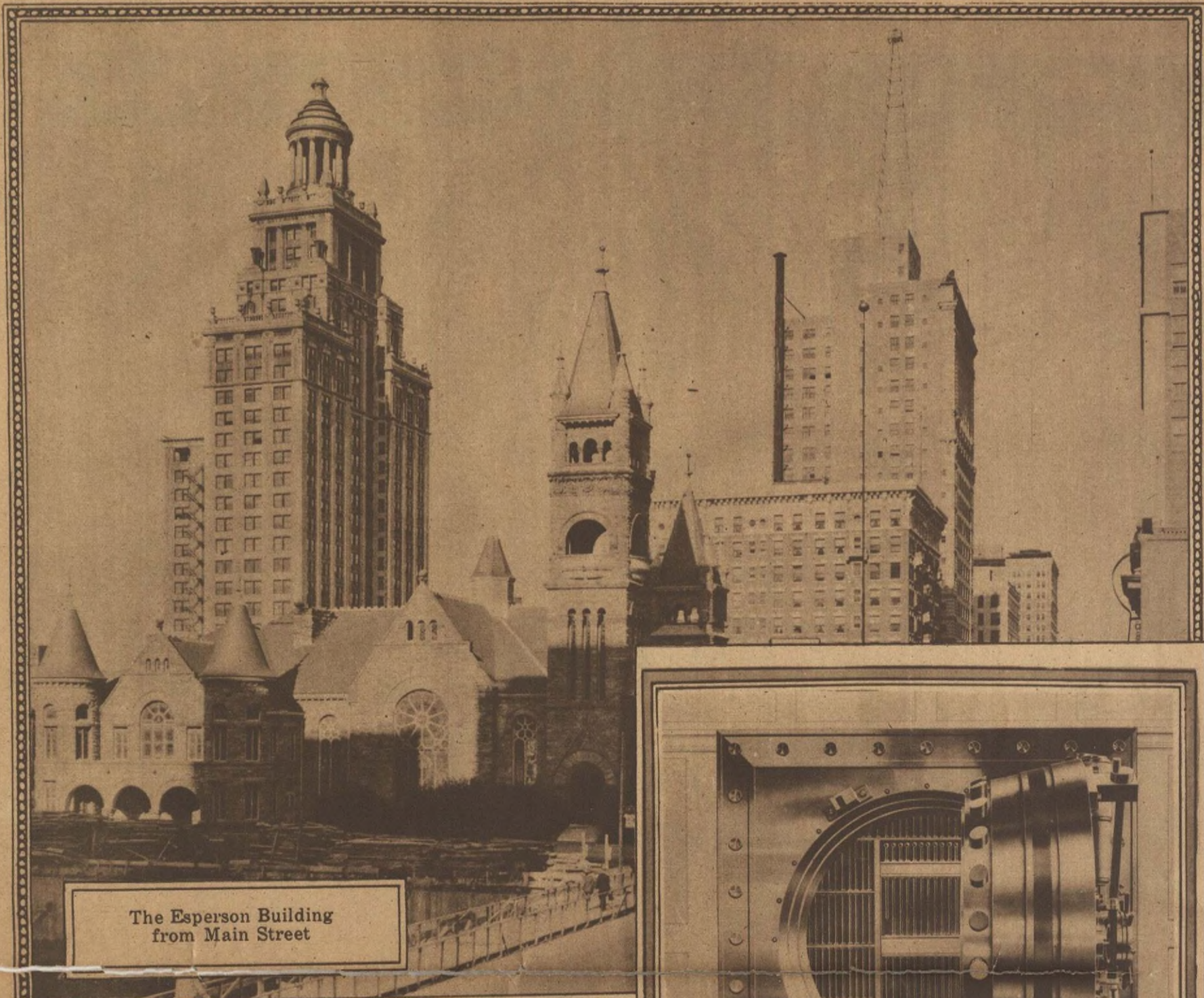
The Union National Bank

Marine Bank and Trust  
Company

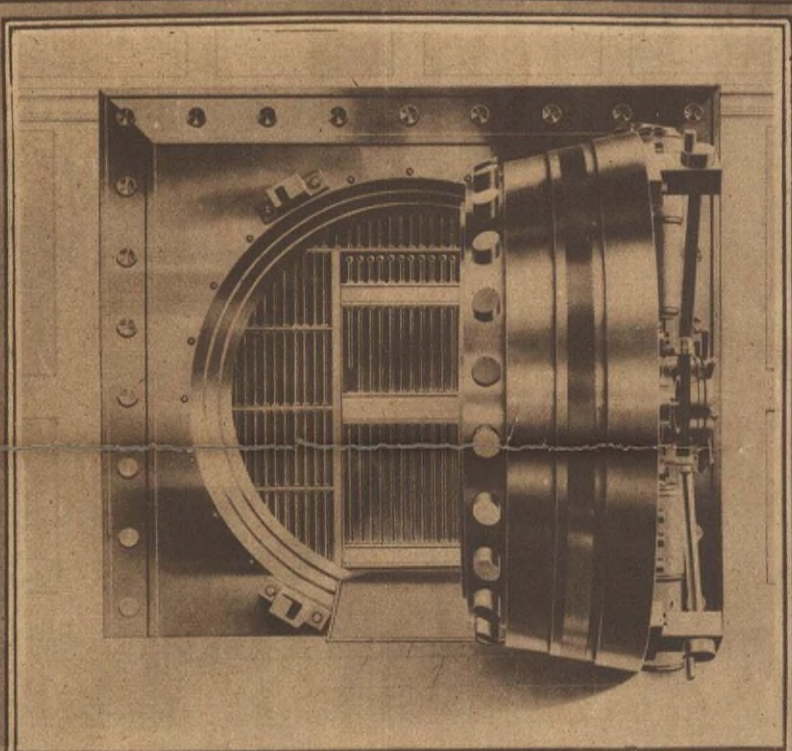
The State National Bank  
of Houston

South Texas Commercial  
National Bank





The Esperson Building  
from Main Street



Above is pictured the huge Mosler-Donsteel vault door—weighing approximately 30 tons—installed in the new home of The Guardian Trust Company, Houston.

Donsteel represents the ultimate in Scientific Protection, being designed to resist burglarious attack by oxy-acetylene torches and drills.

Repeated tests conducted in the leading independent testing laboratories have proven the ability of Donsteel to resist these modern methods of attack.

The installation of a Donsteel Vault Door by The Guardian Trust Company exemplifies the progressive policy of this institution.

THE MOSLER SAFE CO.  
The Largest Safe Works in the World  
Hamilton, Ohio

SOUTHERN BRANCHES  
Dallas Atlanta New Orleans Charlotte



We Cover Three City Blocks McKinney Ave. at Ennis.

THE LARGEST RETAIL YARD IN THE SOUTH AND SOUTHWEST

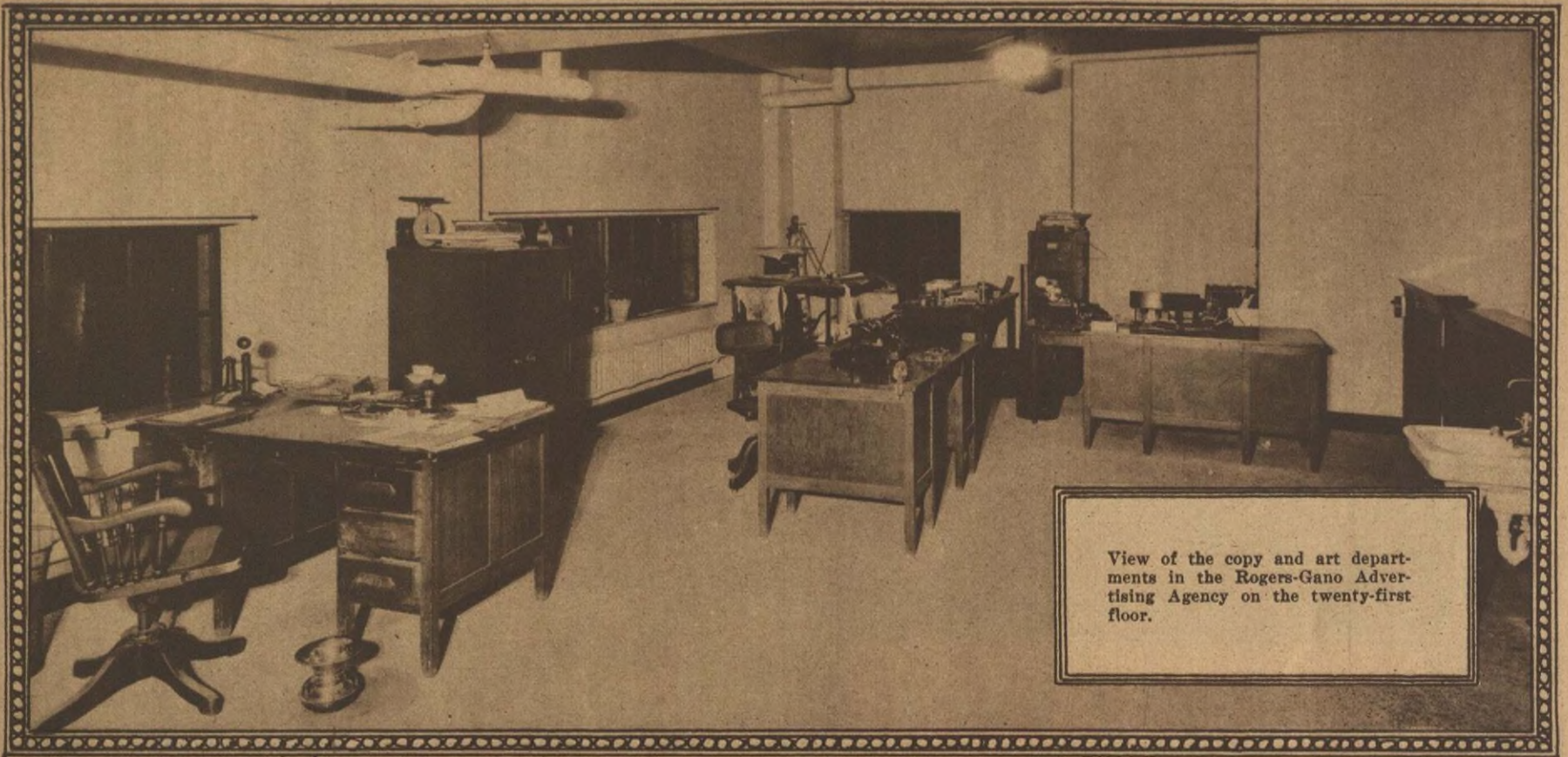
*We take this means to congratulate the Guardian Trust Company and its officers on the occupancy of their new banking rooms. It was also our pleasure to furnish all the lumber in the construction of the Niels Esperson Building... which is indeed a credit to all the Southland.*

Long Leaf Yellow Pine Lumber  
Cement, Plaster, Lime, Wallboard, Brick and Shingles

HERMAN HALE  
LUMBER CO.

Houston, Texas Phone Fairfax 6156





View of the copy and art departments in the Rogers-Gano Advertising Agency on the twenty-first floor.

"Just as the building bears his name, he stood above the crowd"



THE  
CAMPBELL  
METAL  
WINDOW  
CORPORATION

BALTIMORE, MD.



R. B. EVERETT & Co.  
LOCAL AGENTS  
3112-3118 Harrisburg Boulevard

Congratulations  
... to ...

The Guardian  
Trust Company

From

The Acme  
Card System  
Company

1518 Esperson Building

We are glad to have furnished  
Visible Card Systems for your  
Signature and Safety  
Deposit Box  
Records

W. B. WELLING  
DISTRICT MANAGER

## YOUR EYES WILL LINGER on the elevator entrances and cars

**W**HEN visiting the Niels-Esperson Building you will be impressed by the elevator entrances and cars.

Notice the architecture and design; how well it harmonizes with and enhances the building; note particularly how smoothly and quietly the elevator doors operate.

Tenants and visitors in the Niels-Esperson building are assured the last word in safety, comfort and speed through the use of Tyler Equipment.



Niels-Esperson Building  
John Ebersohn, Architect

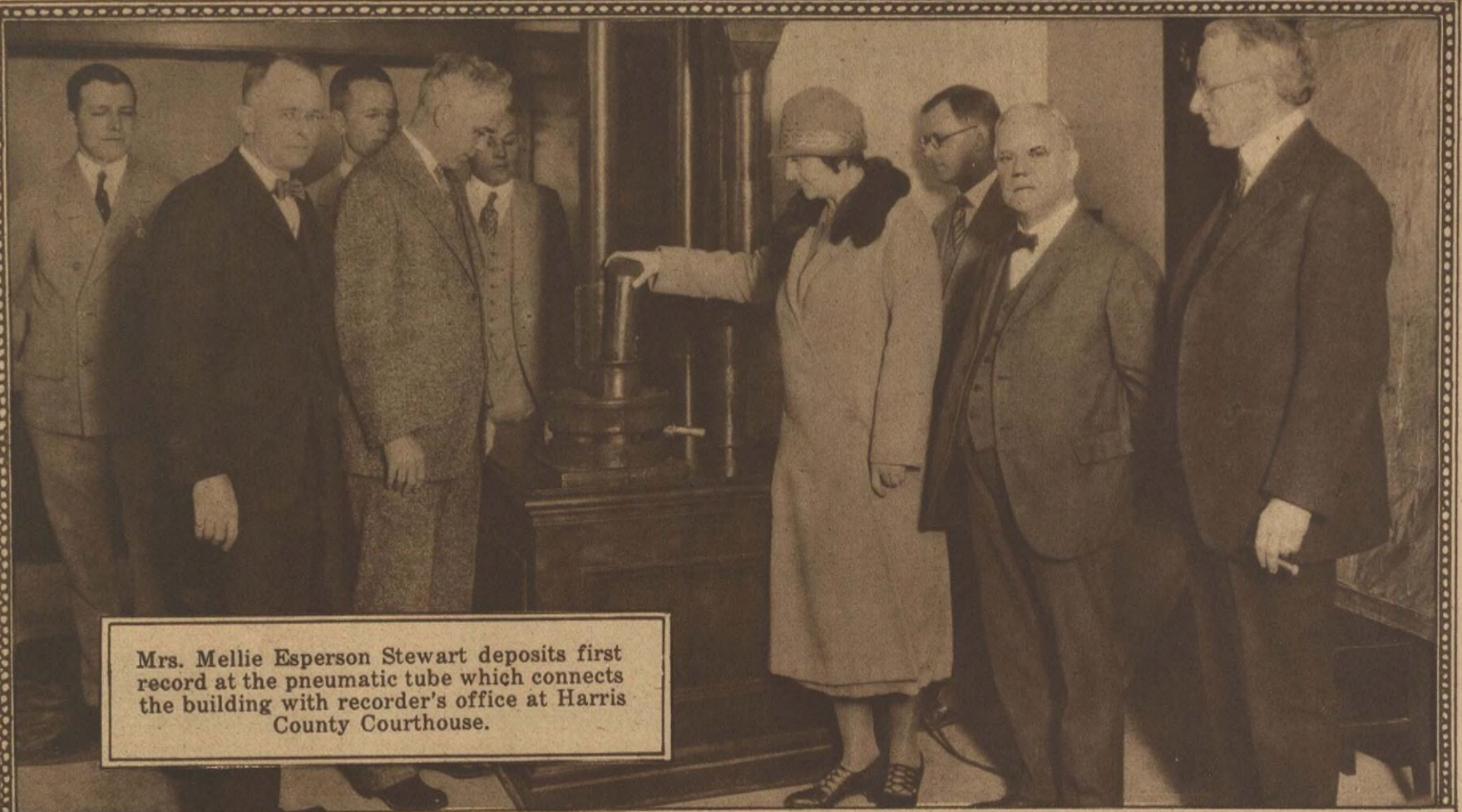
American Construction Co.  
Houston, Texas  
General Contractors

THE TYLER COMPANY  
Cleveland, Ohio  
New York, Chicago, Detroit  
Boston, Philadelphia, Atlanta



TYLER ELEVATOR ENTRANCES AND CARS





Mrs. Mellie Esperson Stewart deposits first record at the pneumatic tube which connects the building with recorder's office at Harris County Courthouse.



**Niels Esperson Bldg.**  
HOUSTON, TEXAS  
ENTIRE 32 STORIES  
TERRAZZO  
Approximately 250,000 Sq. Ft.

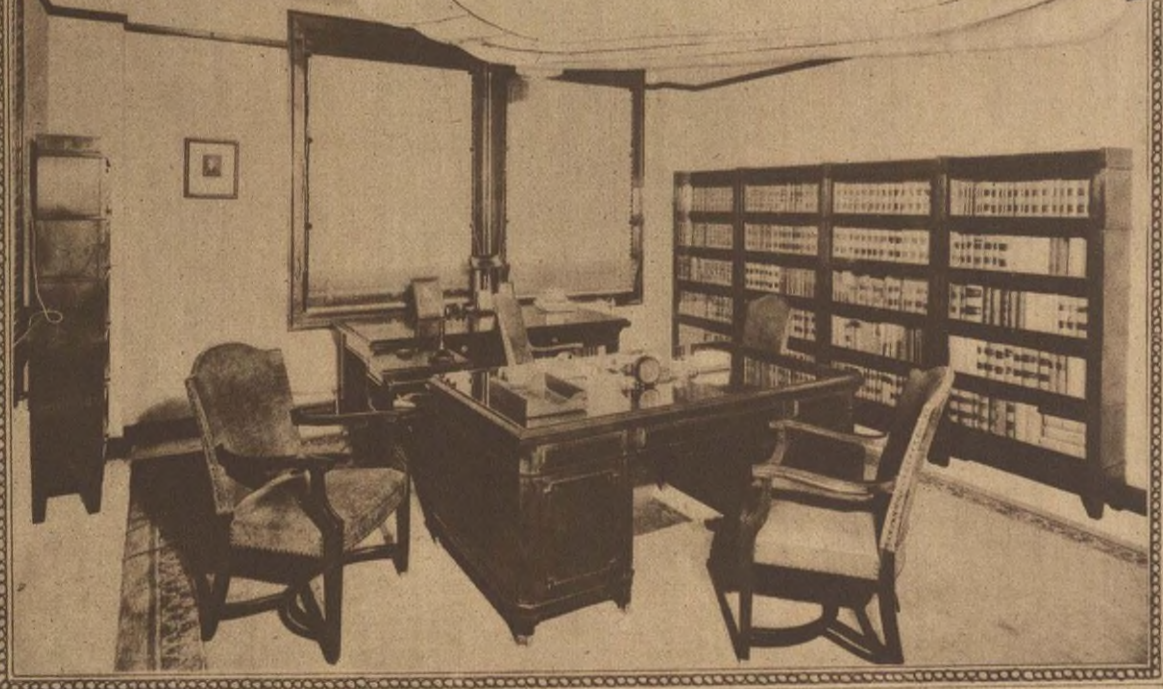
By  
**American and Venetian Marble Co.**

KANSAS CITY HOUSTON  
DALLAS NEW ORLEANS  
MIAMI JACKSONVILLE  
MEMPHIS TAMPA  
BY  
AMERICAN CONSTRUCTION COMPANY  
Contractor  
Houston  
JOHN EBERSON  
Architect  
Chicago  
HARRY E. WEAVER  
Architect, Res.  
Houston.



**F**URNISHINGS SELECTED WITH CARE as to Style and Workmanship, tone up the office and assure you—Pride in its appearance—Comfort in its convenience—Pleasure in its smooth operation.  
—And, we appreciate the fact that our Office Planning Service enabled us to help so many tenants of the new Esperson Building acquire things in harmony with their surroundings—Two examples shown pictured here.

**WADDELL'S**  
Prairie Avenue and Fannin Street







## *Perpetuating the Ideals of a Leader —in Living Art*

REVEALING the characteristics of the man who inspired and created it, is the Niels Esperson building.

A combination of strength and grace—a true memorial of a rare man—rugged, determined and at heart a poet. It is but fitting that his dream should be written in steel and stone—that it should be written large to typify a magnanimous soul—that it should be beautiful to reflect his fineness of character.

His dream was carried out with reverence by the one who shared with him and encouraged him when life was hard, and when fortune smiled.

Faithful to her trust, Mrs. Mellie Esperson Stewart has interpreted with the genius of a true artist the oft' spoken desires of Niels Esperson.

There stands revealed one of the finest buildings in the South—32 stories high, a tower with colored lights showing for miles about Houston, massive marble pillars, with conveniences in advance of most large office buildings—in all, one of the most beautiful buildings in America—a poem written not in words, a picture painted not on canvas, but a living symbol—a cathedral of commerce perpetuating the ideals of a leader in industry—an inspiration to others who are working, planning and accomplishing.



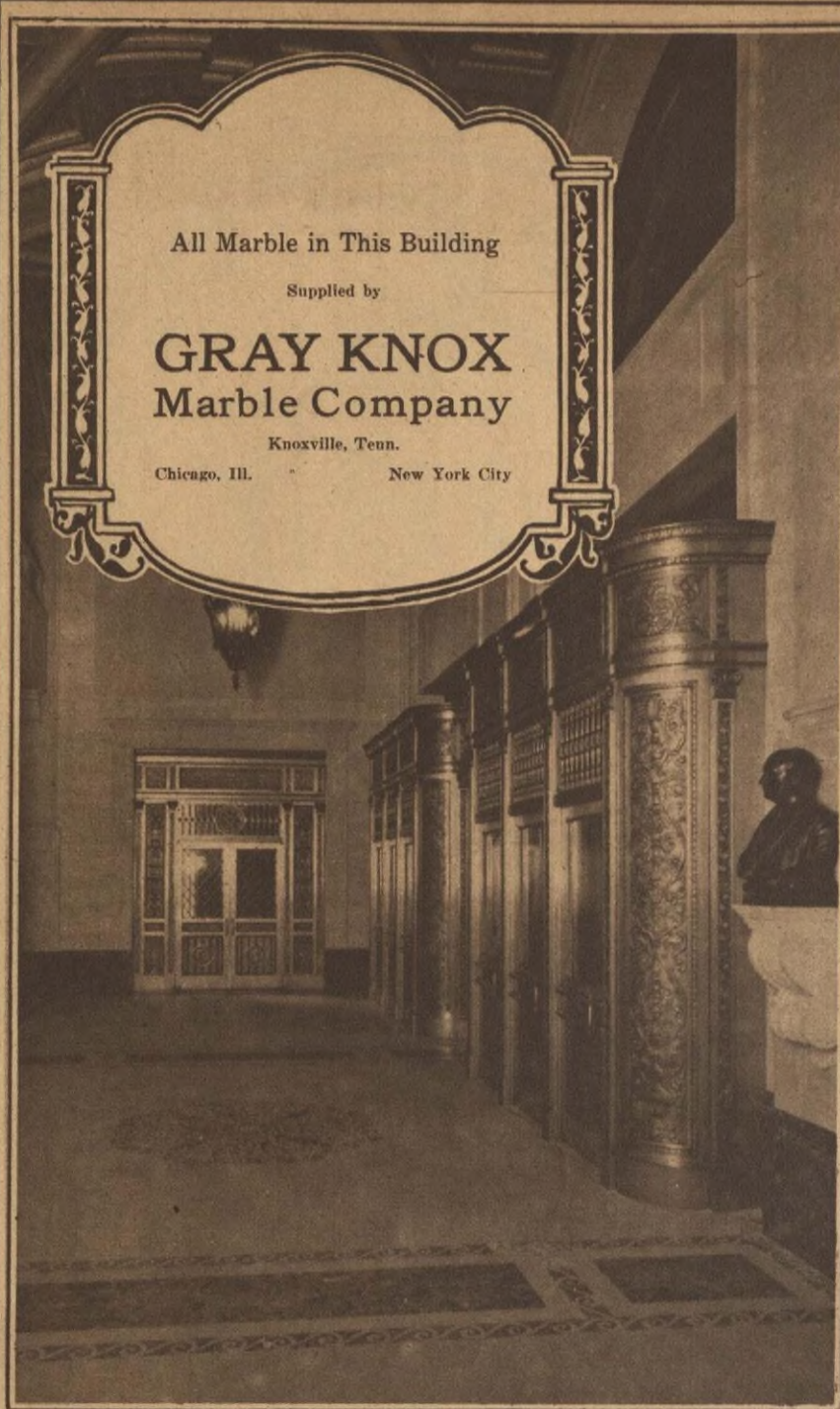




Specially designed Lighting Fixtures of cast and tooled bronze grace the interiors of the beautiful Niels Esperson Building.

Evolved from the ideas of the Owners and Architects, and carefully developed in our Shops, these Chandeliers represent an artistic achievement of genuine merit.

**THE  
BAILEY-REYNOLDS  
CHANDELIER CO.**  
DESIGNERS AND MAKERS OF  
FINE LIGHTING FIXTURES  
KANSAS CITY, MO.



All Marble in This Building  
Supplied by  
**GRAY KNOX  
Marble Company**  
Knoxville, Tenn.  
Chicago, Ill.      New York City

# TRINITY

THE DEPENDABLE BRAND OF PORTLAND

# C E M E N T



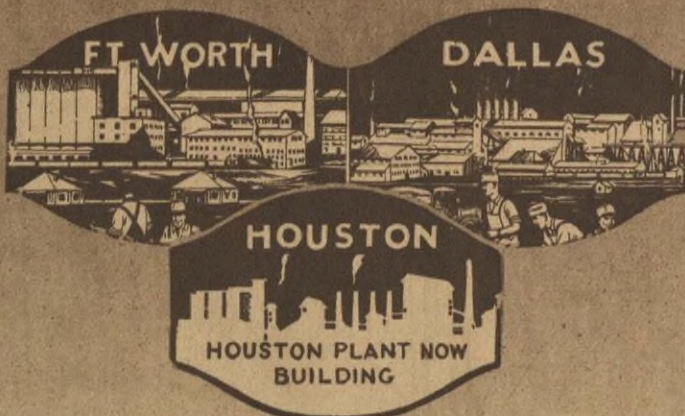
## Niels Esperson Building.... Another Triumph of Houston's Skyline.... Built With Trinity Cement

BEHOLD! Houston's latest and greatest achievement in modern skyscrapers... the Neils Esperson Building... finished, complete, gigantic, splendid. There is no city in America or the world, however great in size, which might not well be proud of such a masterpiece. Houston may congratulate herself and enjoy the well-merited envy and admiration of her sister cities.

...and now at this hour of triumph... when the eyes of the world have turned to marvel and admire... pause a moment and give thought to the stuff of which such structures are built. Brains, lumber and steel, marble, brick and mortar... but above all in importance, is cement. The builders have chosen well, materials that will stand staunch and true and enduring for all time. Among these is concrete... and the concrete is mixed with "Trinity Brand" Cement... the brand builders know is of the highest excellence... and unvarying uniformity.

**"TRINITY" IS A BRAND TO BE TRUSTED!**

**A Giant New Industry  
for Houston!**  
**THE NEW TRINITY PLANT**  
*Located on the Ship Channel!*  
*Now Under Construction!*

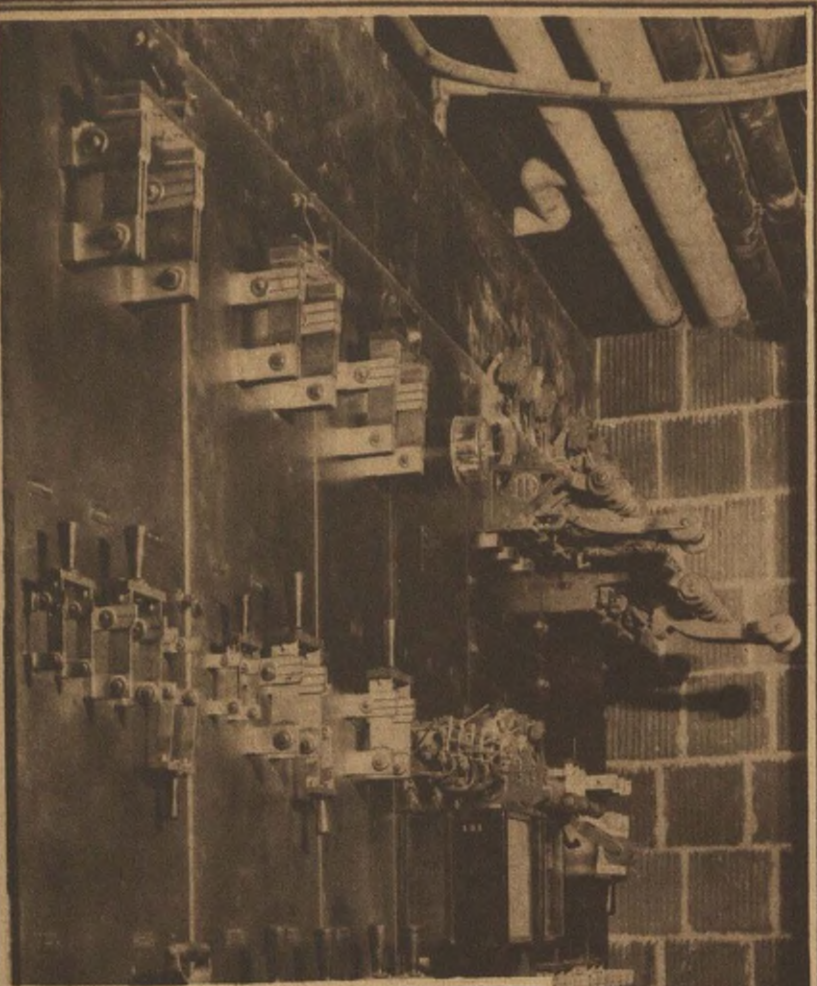


**TRINITY CEMENT**  
A Favorite Brand  
...with...  
Houston Builders

*Used in Houston's Major Projects!*

\* A list of the largest buildings, reservoirs, roads, streets and construction of all kinds in which Concrete has played a part, will find Trinity the chosen brand of Cement. Houston is building, not only rapidly, but well. Houston contractors, architects and investors are keen judges of quality and dependability. The presence of the famous circle, cross and shield, Trinity trade mark, on the sacks most often seen where building is in progress, is evidence of this fact.

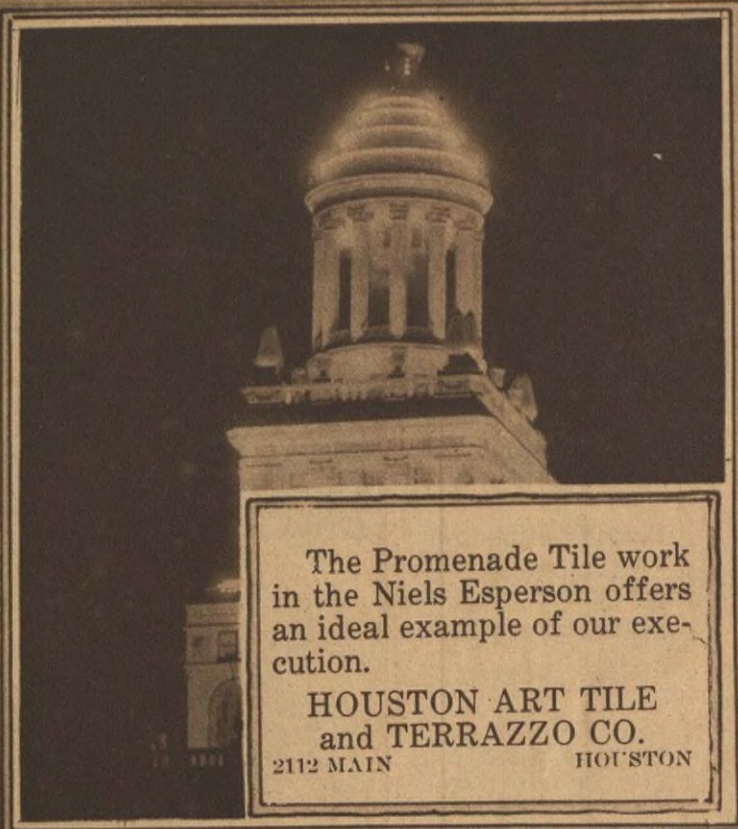




Seven thousand lights of varied strength are controlled by the switchboard shown at the left.

This board, located in the Engine Room of the Niels Esperson building, is thirteen feet long and ninety inches high, and has the largest amperage carrying capacity of any switchboard in Houston.

A new switchboard feature is incorporated here in that the light is distributed on three separate sections.



The Promenade Tile work in the Niels Esperson offers an ideal example of our execution.

HOUSTON ART TILE  
and TERRAZZO CO.  
2112 MAIN HOUSTON



Our congratulations to the Owners, Architects and Builders of the Niels Esperson Building on the completion of one of the country's finest office buildings, involving 50 carloads of selected Tennessee, Imported Travertine and Tavernelle marble aggregating 1500 tons, and the largest installation in Texas. Installed by

**The Salt Lake Marble and Supply Company**

OF TEXAS  
GEO. E. RIEDER, Mgr. 1506 Niels Esperson Bldg

*The*  
Cabinet Work  
of American  
Black  
Walnut  
in the New Home  
of the  
Guardian Trust  
Company  
*Was Manufactured  
and Installed by*

BANK AND STORE FIXTURES  
**HOUSTON SHOWCASE  
HOUSTON, TEX.  
& MANUFACTURING CO.**  
INCORPORATED 1901



Watch for Our  
Opening Date

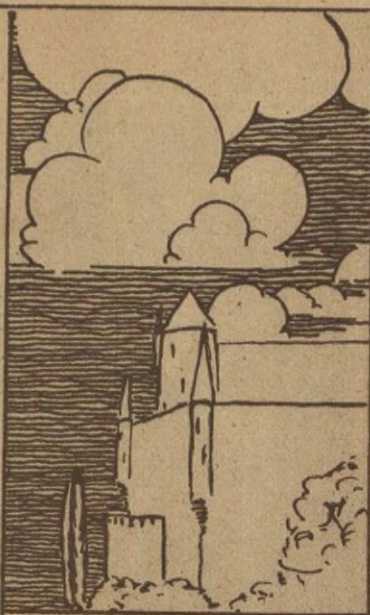
# Owl Drug Store

NUM 2BER

Ground Floor  
Niels Esperson  
Building

Complete Line of  
Pure Drug  
Sundries and  
Toilet Articles

A DELIGHTFUL  
SURPRISE AWAITS  
YOU AT OUR NEW  
FOUNTAIN



**C.P.  
MANN  
& CO.**

*Investment  
Securities*

206 Niels Esperson  
Bldg.  
(Mezzanine Floor)

PHONE  
**PRESTON  
5992**

The  
Pure Oil  
Company

the entire twenty-second floor,  
Niels Esperson  
Building

**YORK**

—was the accepted safe protection in the  
Niels Esperson building.

**S. G. TUTWILER CO.**

1120 Main Street  
Phone Preston 2395

*A Unique and  
"Different"  
Barber  
Service*

"A Beautiful Shop in a  
Beautiful Building"

All Our Prices Are the  
Same as Those in  
Any Other First  
Class Shop

**WARREN  
& YARGER**

Ground Floor of  
Niels Esperson Building

Other Shops Located at  
1018 Preston  
Radio, Lighthouse, Main

*There is  
Goodrich Rubber  
Flooring  
in the  
Niels Esperson  
Building*

In the lobbies, corridors and rooms of the modern office building Goodrich Rubber Flooring meets the demands of owner, tenant, architect and decorator in the fullest and most satisfactory manner.

Business experts are constantly at work upon the problem of increasing efficiency through the elimination of noise, and Goodrich Rubber Flooring takes the first and most necessary step in this direction.

This flooring, easy to walk on and easy to look at, makes an actual contribution to the efficiency of every worker.

Beautiful, Durable, Quiet, Resilient, easily laid over any base material or underflooring, it is the ideal flooring, for the office building.

**W. H. Steigerwald  
Company, Inc.**  
HOUSTON,  
TEXAS



*we  
congratulate*

the owners and  
builders of the  
Niels Esperson  
building and  
feel a just pride  
in our service to  
the building

**T. L. WAUGH & SONS**

Transfer & Warehouse

802 WALNUT—PHONE F. 2720



We are proud of our part in the  
erection of the Niels Esperson  
building.

**J. B. Townsend**

ENGINEER-CONTRACTOR

POST-DISPATCH BLDG. HOUSTON, TEXAS

**M. R. BUNCH &  
COMPANY**

GENERAL INSURANCE

Fire—Automobile—Tornado  
Liability—Plate Glass  
Burglary—Compensation  
Health—Accident

2103 NIELS ESPERSON  
BUILDING  
PHONE PRESTON 3420  
HOUSTON, TEXAS

We feel that our New Home is  
entirely in keeping with our  
determination to give to Hous-  
ton the Real Art of  
"Photography"

HOME  
PORTRAITS

COMMERCIAL  
PHOTOGRAPHS

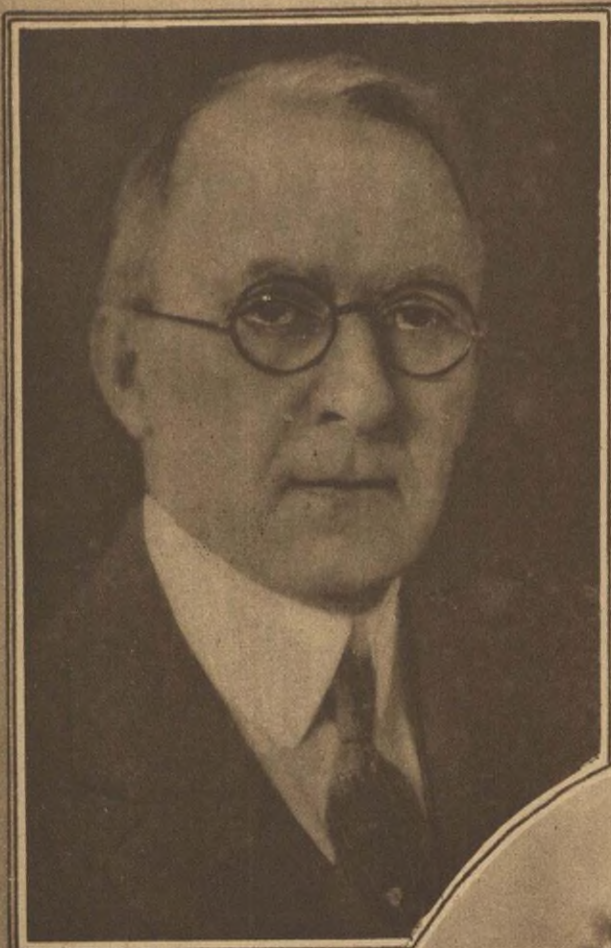
Studio Appointments With a Living  
Room to Pose In—

**Calvin Wheat Studio**

SUITE 2111 ESPERSON BUILDING

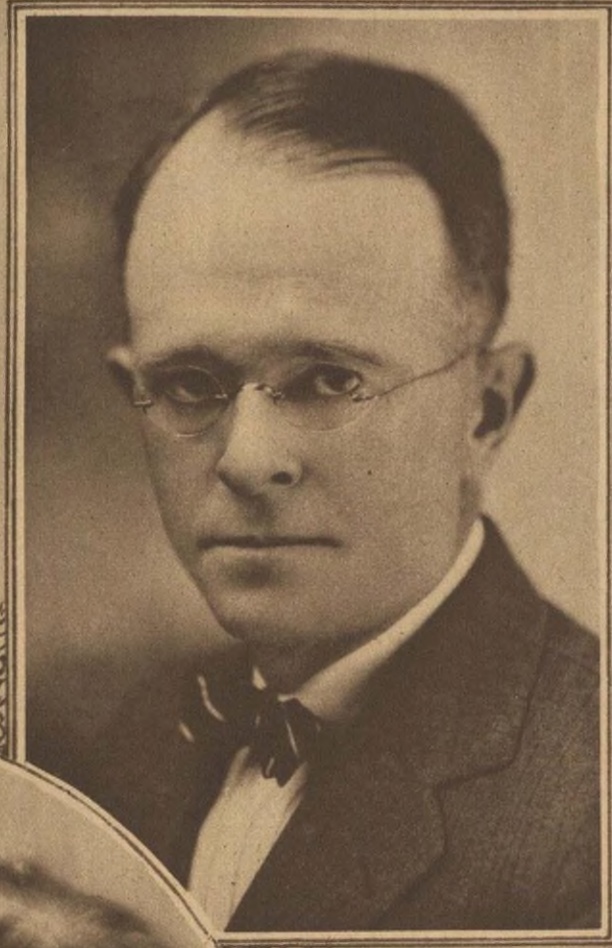
TELEPHONE PRESTON 2526





B.F. Louis  
Counsel

The  
Official  
Family



R.B. Bowen  
Financial Agent  
Prominent  
Individuals  
in  
erection of  
Building



Mrs. Mollie Esperson Stewart

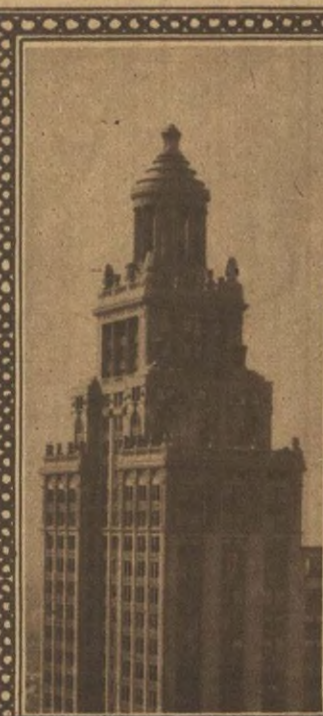


S.B. Houx of  
American Construction Co.



Harry E. Weaver  
Resident Architect





## Esperson Garage

OPEN

ABOUT MAY 1

Drive-in Garage

—Direct Passage  
To Lobby of  
Esperson Bldg.

RESERVATIONS  
FOR SPACE  
NOW BEING MADE

**PAUL  
&  
BRADY**  
Preston 0335  
311 Milam Street

### THE MODERN WAY TO CLEAN AND POLISH FLOORS—



Model No. 17 Finnell

#### The Electric Way

The management of the Niels Esperson Building knows the VALUE of Clean Floors. They know that a beautifully clean appointed building commands the respect of tenants—that it attracts tenants—that the right environment "sells."

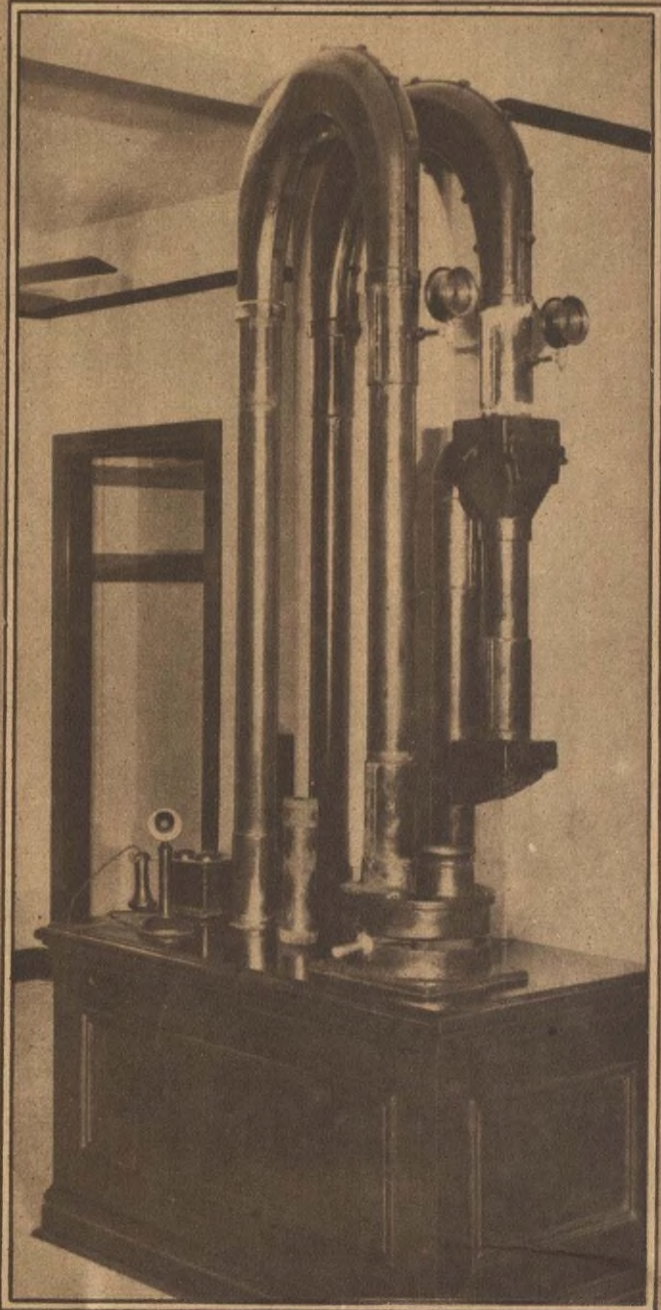
Accordingly, they installed FINNELL Electric Floor Machines to insure having 100% Clean and Beautifully Polished Floors.

Electric machines save time, labor and dollars over old fashioned methods.

FINNELL machines come in 8 different sizes for all kinds of floors and floor coverings. They scrub, wax and polish floors in stores, manufacturing plants, hospitals, hotels, institutions, etc.

Write for particulars.

**FINNELL SYSTEM, Inc.,**  
Hannibal, Mo.  
Est. 1906



### The Pneumatic Tubes

FROM

NIELS ESPERSON BUILDING  
TO COURT HOUSE

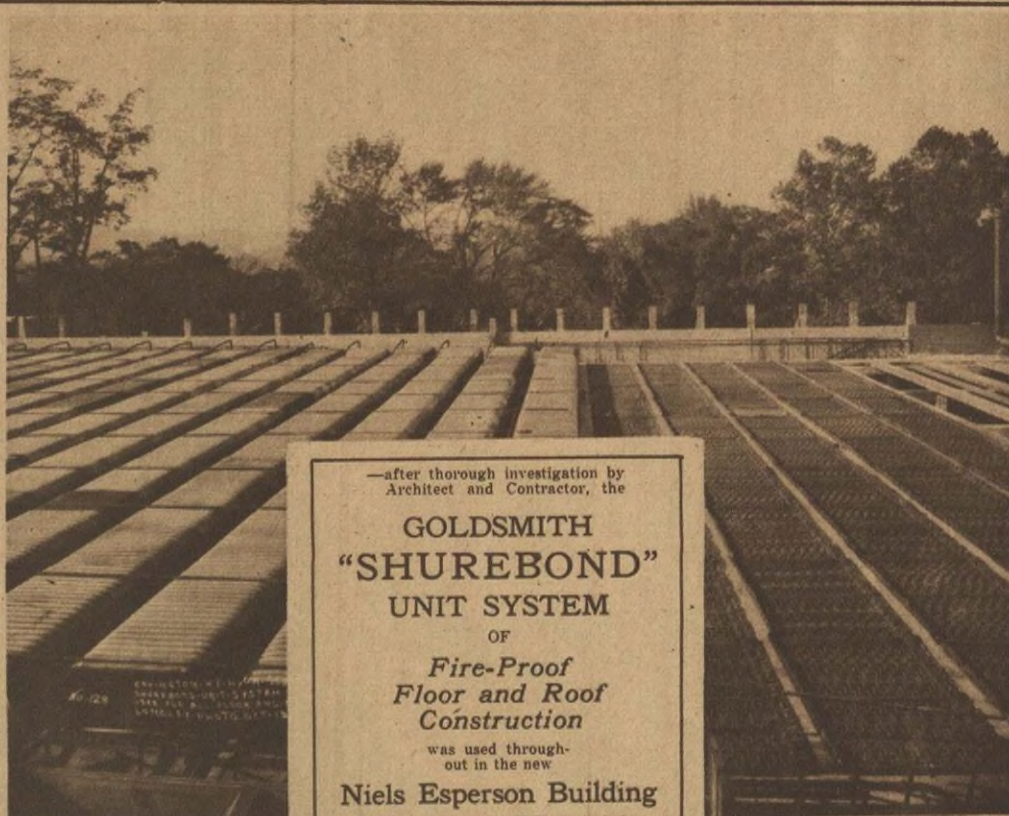
WERE INSTALLED BY

## The Pneumatic Tube Supply Co.

PLAINFIELD, NEW JERSEY

WE MANUFACTURE AND INSTALL  
PNEUMATIC TUBE SYSTEMS,  
BOTH ROUND AND OVAL IN  
ANY SIZE, AND  
BELT CONVEYORS FOR TRANSMIS-  
SION OF CASH, MESSAGES,  
PAPERS, ETC., IN STORES, BANKS,  
OFFICES, MERCANTILE ESTABLISH-  
MENTS AND INDUSTRIAL PLANTS.  
UNDERGROUND OR INTERIOR  
SYSTEMS.

ALSO MANUFACTURERS OF  
Needham High Pressure Blowers



—after thorough investigation by  
Architect and Contractor, the

### GOLDSMITH "SHUREBOND" UNIT SYSTEM OF

Fire-Proof  
Floor and Roof  
Construction

was used through-  
out in the new

Niels Esperson Building

Manufactured and Sold Exclusively by

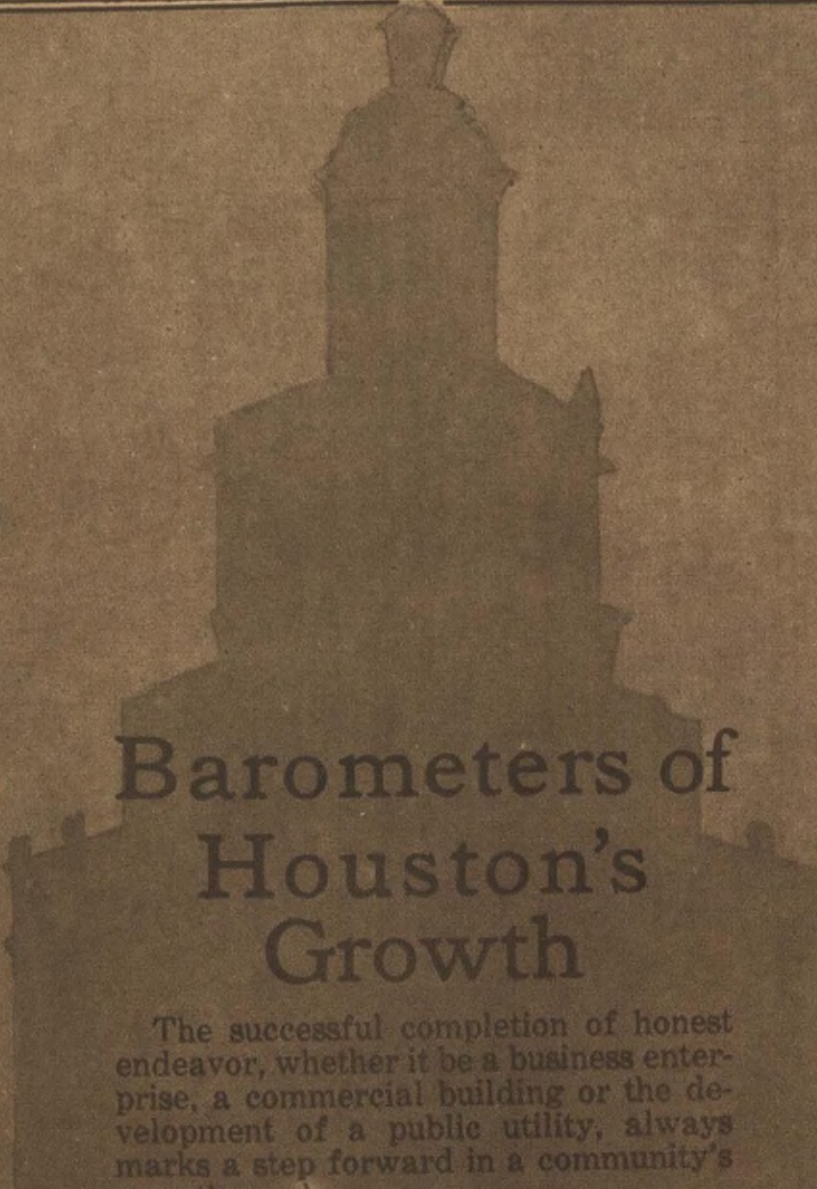
**The GOLDSMITH METAL LATH CO.**

CINCINNATI, OHIO.

Also Manufacturers of

Removable Metal Forms  
"Shurebond" Metal Lath  
"Phosvit" Metal Lath  
"Climber" Metal Lath  
"Shurebond" Hanger Insurets  
"Shurebond" Furring Insurets  
"Shurebond" Furring Channels  
Building Specialties, Etc.





## Barometers of Houston's Growth

The successful completion of honest endeavor, whether it be a business enterprise, a commercial building or the development of a public utility, always marks a step forward in a community's growth.

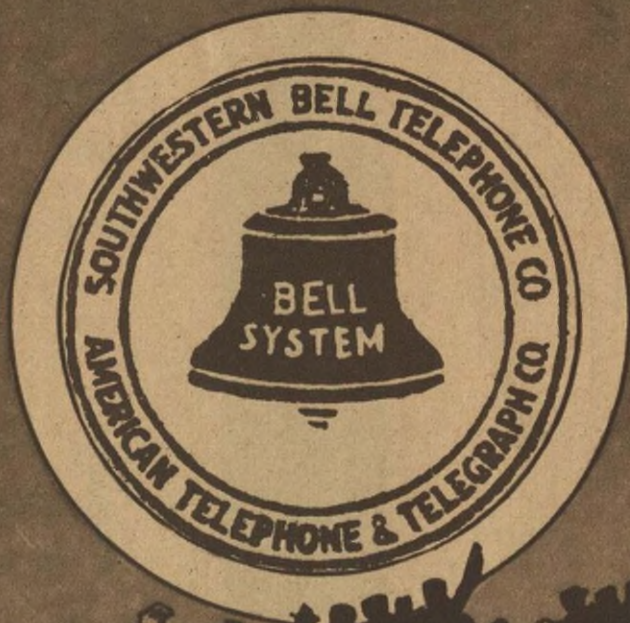
The Southwestern Bell Telephone Company feels proud and congratulates the tenants and owners of the Niels Esperson Building. Truly, it is one of the finest in the South.

Its dream and reality spells Progress.

Only last July the Southwestern Bell Telephone Company installed the 50,000th telephone in Houston.

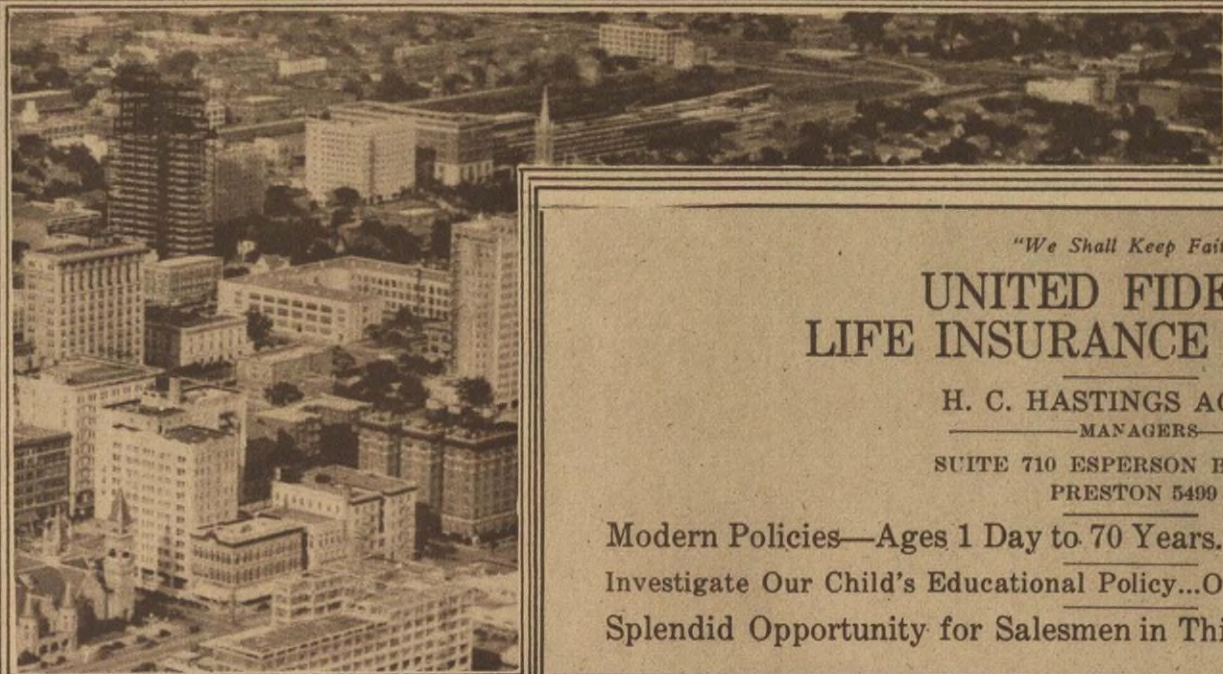
Today there are 54,000 telephones in Houston.

These two barometers point to sound business growth and activity in Houston.





HOUSTON  
FROM THE  
TOWER



"We Shall Keep Faith"

UNITED FIDELITY  
LIFE INSURANCE COMPANY

H. C. HASTINGS AGENCY

MANAGERS

SUITE 710 ESPERSON BUILDING

PRESTON 5499

Modern Policies—Ages 1 Day to 70 Years...BUY Now—Pay Quarterly!  
Investigate Our Child's Educational Policy...Our Representatives Are Bonded.  
Splendid Opportunity for Salesmen in This Territory... Write or Wire!

1023

THE  
JAMES  
SHIVELY  
LIFE  
AGENCY



1424

TAUBMAN  
SUPPLY  
CORPORATION

New and Used

OIL FIELD  
PIPE

Distributors of New Pipe  
for

CENTRAL TUBE  
COMPANY

E. J. NORDSTROM  
Vice President and Sales  
Manager

J. M. HACKER  
District Manager

HOUSTON  
DALLAS  
TULSA

J. G.  
MARTEL



Public  
Accountant



1126  
Niels Esperson  
Building

ROBERTSON  
MACDONALD  
LUMBER CO.

General Offices



Manufacturers  
LUMBER



Sawmills, Devers, Texas  
Yards, Houston, Texas  
Yards, Goose Creek, Tex.

Oil Field Lumber  
a Specialty

1403

MATTISON  
and  
DAVEY

Certified  
Public  
Accountants

A National  
Organization

Audits, Systems  
Investigations,  
Income and  
Estate Tax Service

Phone  
Preston 1246

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CREGUT

DENTAL  
SURGEON

Specializing in  
Artificial  
Dentures  
Inlay  
Crown  
and  
Bridge Work and  
Extractions



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HEMPHILL  
and  
HULL

Law Offices



NOTARY  
PUBLIC

1027

DR. M.  
STERRETT

CHIROPODIST

Hours  
9 a.m. to 5 p.m.





# Vinson . . . . Elkins Sweeton & Weems

*Attorneys-at-Law*



NINETEENTH FLOOR  
NIELS ESPERSON BUILDING  
HOUSTON, TEXAS



WM. A. VINSON  
J. A. ELKINS  
CLYDE A. SWEETON  
WHARTON E. WEEMS  
C. M. HIGHTOWER  
FRED R. SWITZER  
R. A. SHEPHERD  
S. S. McCLENDON, JR.  
WARREN J. DALE  
GEO. E. B. PEDDY  
E. D. ADAMS  
J. VINSON MARTIN  
HORACE D. GROGAN

## HOUSTON REAL ESTATE

We cordially invite you to avail yourself of our services in the selection of real estate in Houston and acreage in the suburban districts. Seventeen years experience in Houston justifies our belief that we can serve you intelligently.

### Homebuilders Investment Company

C. S. WOODS, President.

Suite 1428 Niels Esperson Building  
Houston, Texas.

## BAY FRONT PROPERTY

—and—

Business and Residence Sites

## AT LA PORTE, TEXAS

La Porte offers a very attractive investment opportunity. A city of 25,000 will likely grow up at La Porte within the next ten years. Property bought at the low prices now existing, should show an enormous profit.

We control the best now available.

### La Porte Industrial Development Co.

C. S. WOODS, President

Suite 1428 Niels Esperson Building  
Houston, Texas



¶ We announce . . . with just pride . . . the successful completion of the electrical work on the Niels Esperson Building.



*Pronounced by experts  
the best-lighted building  
in America.*



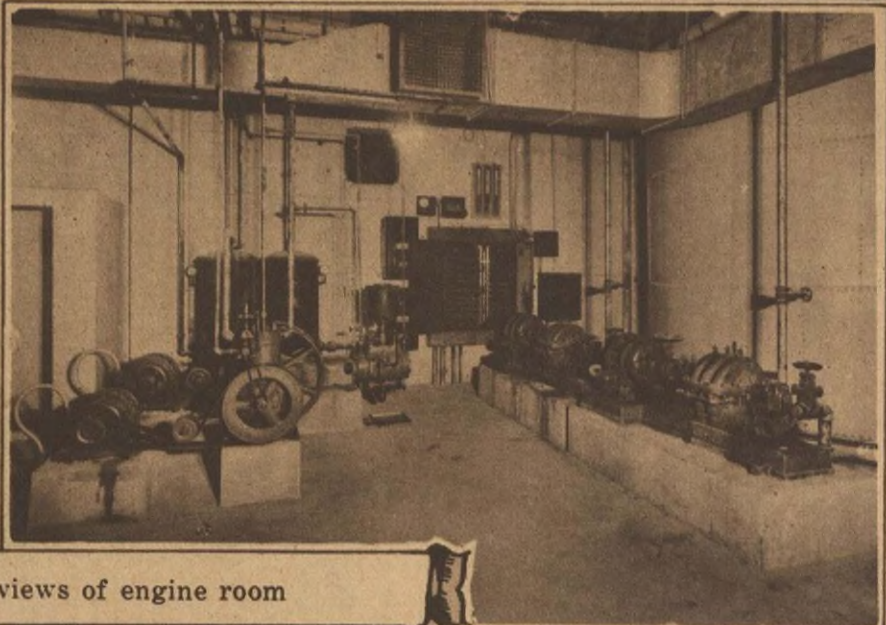
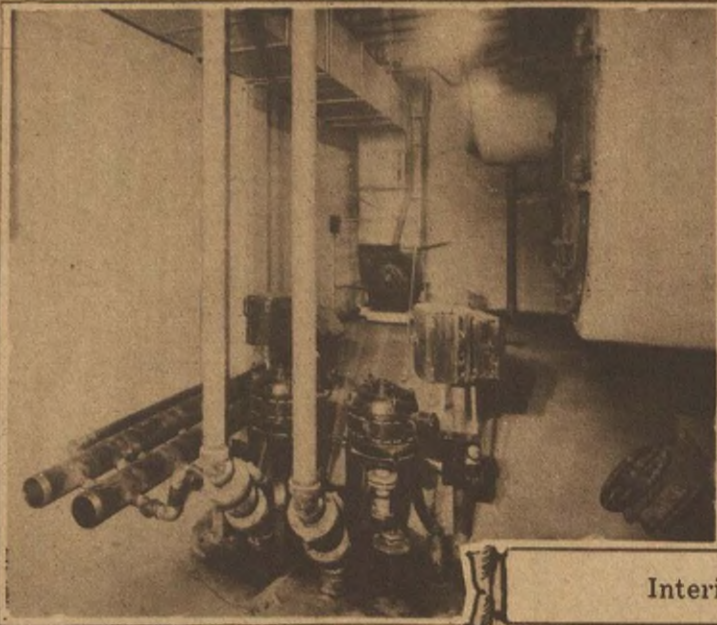
¶ The largest electrical contract on this class of building ever let in South.



# ALAN T. COOKE & CO.

2102 NIELS ESPERSON BUILDING





Interior views of engine room

Established 1912

# RANKIN AUDIT COMPANY

Certified Public Accountants



*Audits  
Investigations  
Accounting Systems  
Federal Tax Consultants*



*A Special Department  
of Municipal  
Auditing*



510-11 Niels Esperson Building

# C. A. BRYAN CORPORATION

SUITES 1108-9-10-11  
Niels Esperson Building



*developers  
in subdivisions exclusively.*

*College View Addition  
College Court Place  
Rio-Vista Estates  
Highland Acres  
Easthaven*



## FABRICATED STRUCTURAL STEEL IN THE NIELS ESPERSON BUILDING

FURNISHED AND FABRICATED BY

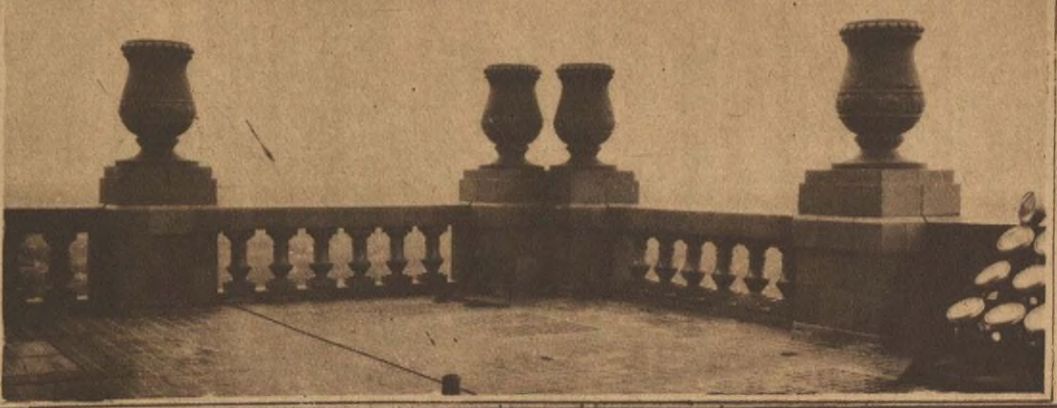
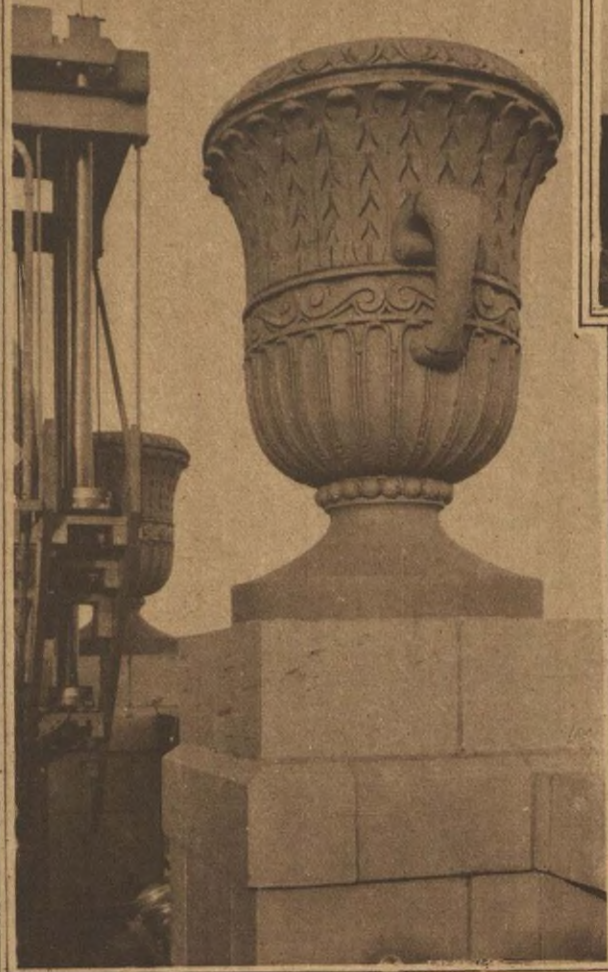
# AMERICAN BRIDGE COMPANY

MANUFACTURERS OF STEEL STRUCTURES OF ALL CLASSES  
PARTICULARLY BRIDGES AND BUILDINGS

CONTRACTING OFFICES IN

DETROIT	NEW YORK CITY	PITTSBURGH	CHICAGO	BOSTON
CINCINNATI	DULUTH	CLEVELAND	ST. LOUIS	PHILADELPHIA
		SALT LAKE CITY	DENVER	MINNEAPOLIS





*A "Paracore Panorama"*



One of the Outstanding Buildings in the South

One of the outstanding structures in this famous "Paracore Panorama" as well as in all the South, is the Niels Esperson Building pictured in the oval.

This new and up-to-date building, like all other buildings numbered in this "Paracore Panorama," is wired throughout with "U. S." Paracore Wire.

*They're "wire wise" in Houston*

The picture above shows how the city of Houston, Texas, looks to the aviator sailing serenely above it.

And it also shows how "U. S." Paracore Wire stands with the electrical fraternity of this thriving Southwestern city.

For each of the buildings numbered is wired exclusively with "U. S." Paracore.

Here is a striking example of the preference for "U. S." Paracore by contractors who know its superiority and the reason for it.

"U. S." Paracore's preeminence is due to its better insulation, due in turn to the position occupied by its makers (The United States Rubber Company) as the world's largest growers, manufacturers and distributors of rubber and its products.

The "wire wise" contractor in Houston or Honolulu takes no chances. He installs "U. S." Paracore.

United States Rubber Company  
1790 Broadway, New York City  
Branches in every industrial center.

**Removal Notice**  
—of—  
**DOCTOR James P. Westmoreland**  
—to—

**2402**  
**Niels Esperson Bldg.**  
Office Hours by Appointment

**ROLLAND BRADLEY**  
LAWYER  
Phone Preston 4180  
Niels Esperson Bldg.

We wish  
May the Niels Esperson building always stand as a guide and symbol for future generations in Houston's growth.  
... Friends

**HANS W. RASMUSSEN**  
INSURANCE BROKER  
Suite 1528  
PRESTON 1534

Suite 707  
**JAMES I. WEST, C. S.**

**J. M. FROST AND SONS**  
Real Estate  
326 Esperson Bldg.  
Phone PRESTON 6749

Hours 10-1  
2-4

**JOHN M. GRIBBIN**  
LAWYER  
2106 Niels Esperson Bldg.

**"U.S." PARACORE WIRES & CABLES**  
REG. U.S. PAT. OFF. Standards that Surp



# The woodwork...

IN THE...

## ESPERSON BUILDING

(With Exception of That in the Banking Quarters)

*was furnished...finished and erected by*

### MATTHEWS BROTHERS MANUFACTURING COMPANY

NEW YORK

MILWAUKEE

CHICAGO



*Following Are a Few Contracts Completed by Us:*

#### BANKS

**Security Trust & Savings  
Bank**

Hollywood, California

**First National Bank**

Long Beach, California

**Union Trust Company**

San Francisco, California

**Citizens & Manufacturers'  
National Bank**

Waterbury, Connecticut

**Federal Reserve Bank**

Chicago, Illinois

**Hibernia Bank & Trust Co.**

New Orleans, Louisiana

**Citizens National Bank**

Baltimore, Maryland

**First National Bank**

Detroit, Michigan

**Land Bank**

Kansas City, Missouri

**Liberty National Bank**

New York City

**Federal Reserve Bank**

Cleveland, Ohio

**Union Trust Company**

Pittsburgh, Pennsylvania

**National Bank of Commerce**

San Antonio, Texas

**National Bank of the**

**Republic**

Salt Lake City, Utah

**First Wisconsin National  
Bank**

Milwaukee, Wisconsin

**First National Bank**

Washington, D. C.

**Bank of Nova Scotia**

San Juan, Porto Rico

#### PUBLIC BUILDINGS

**Detroit Public Library**

Detroit, Michigan

**Citizens National Bank Bldg.**

Baltimore, Maryland

**U. S. Custom House**

New York, N. Y.

**Chicago Pneumatic Tool  
Company Building**

New York, New York

**Business Men's Club**

Cincinnati, Ohio  
(Special Rooms)

**Keith Theatre and Office  
Building**

Cleveland, Ohio

**Willys Overland  
Administration Building**

Toledo, Ohio

**Exchange National Bank  
Building**

Tulsa, Oklahoma

**Frick Building and Annex**

Pittsburgh, Pennsylvania

**Union Arcade Building**

Pittsburgh, Pennsylvania

**Library of Congress**

Washington, D. C.

**Overseas Building**

Christiana, Norway

**Northwestern Mutual Life  
Insurance Building**

Milwaukee, Wisconsin

**Alexandria Hotel**

Los Angeles, California

**Copley Plaza Hotel**

Boston, Massachusetts

#### RESIDENCES

**Mr. John Dupee**

Coronado Beach, California

**Mr. Chas. Ringling**

Sarasota, Florida

**Mr. J. Ogden Armour**

Lake Forest, Illinois

**Mr. C. A. Carlisle**

Mishawaka, Indiana

**Mr. J. M. Longyear**

Boston, Massachusetts

**Mr. Henry Ford**

Detroit, Michigan

**Mr. F. E. Jones**

Kansas City, Missouri

**Mr. D. D. Martin**

Buffalo, New York

**Mr. Arthur Sachs**

New York, New York

**Mr. Mansfield Ferry**

New York, New York

**Mr. A. F. Carpenter**

Rome, New York

**Mr. H. H. Timken**

Canton, Ohio

**Mr. Bascom Little**

Cleveland, Ohio

**Mr. H. C. Frick**

Pittsburgh, Pennsylvania

**Mr. B. F. Jones Jr.**

Pittsburgh, Pennsylvania

**Mr. Benjamin Thaw**

Pittsburgh, Pennsylvania

**Addition to White House,  
President's Office**

Washington, D. C.

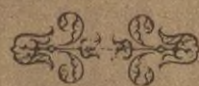
**Mr. C. W. Case Deering**

Honolulu, H. I.



AMERICAN TITLE GUARANTY CO.  
*and*  
HARRIS COUNTY ABSTRACT CO.

*“Friendly Service”*



*Suite  
301 to 310 Inclusive*

*Phone  
Preston 2890*

Direct Tube Communication  
With County Court House

The Crane beauty that graces skyscrapers

*is also in reach of simple cottages*



*Niels Esperson Building of Houston, Texas. Equipped with Crane plumbing and heating materials throughout. Architect, John Ebersen, Chicago. General contractor, American Construction Co., Houston. Plumbing and heating contractor, Warren Co., Houston.*

Insistent on excellence in every detail of the stately Niels Esperson building, the builders chose Crane plumbing fixtures for their beauty, Crane plumbing and heating valves and fittings for their dependability.

A check of the most ambitious new structures throughout the country will show a striking number similarly equipped. Crane materials were chosen for the new Stevens, in Chicago, the world's largest hotel; for the Ben Franklin, Philadelphia's magnificent new hotel; for the Tribune Tower in Chicago; for the American Radiator building in New York.

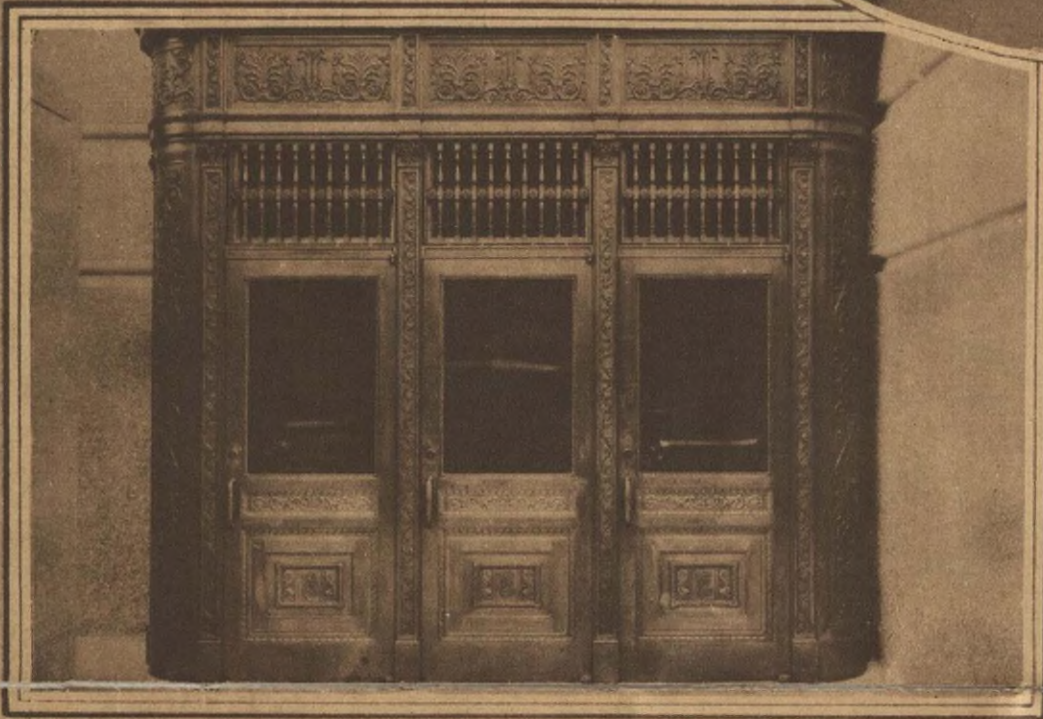
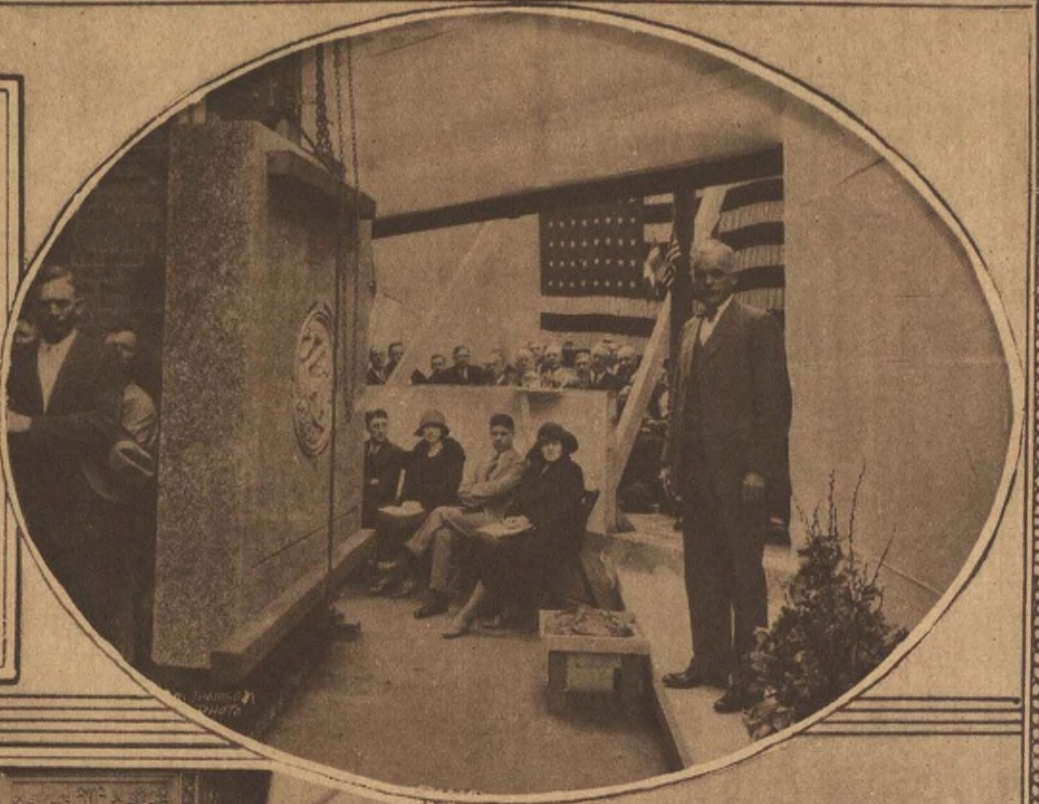
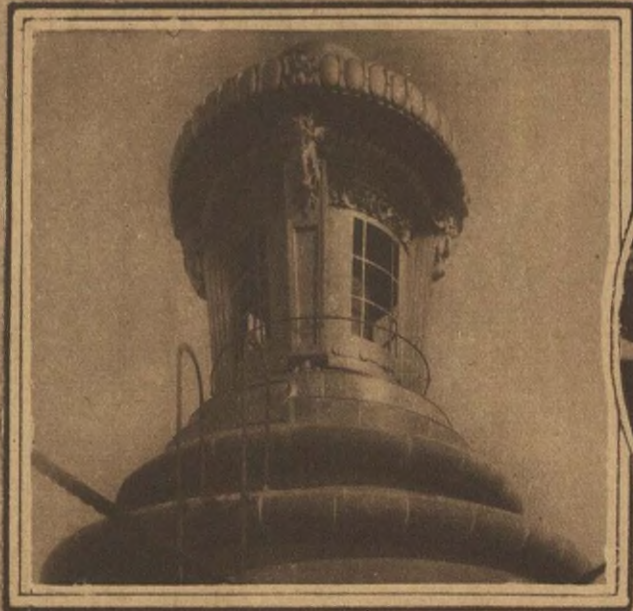
And Crane popularity is not confined to skyscrapers. In the vast home-building program of the past few years, Crane materials have been accorded a gratifying preference. To countless homes, large and small, they are contributing charm, comfort, and convenience.

Such wide recognition of quality has led to an impression that Crane fixtures must be more expensive than others. They are not. You can have them in your home or business building at no greater cost than for any other fixtures of accepted standing. See them at the Houston Crane Exhibit Rooms.

**CRANE**  
PLUMBING AND HEATING MATERIALS

CRANE CO., 2205 MCKINNEY AVE.  
HOUSTON, TEX.





Mayor Oscar Holcombe  
speaks at dedication of  
laying of the corner  
stone

Showing the gold leaf  
tower, which is 411  
feet above the  
sidewalk

Interesting detail of  
doorway entrance  
finished in bronze

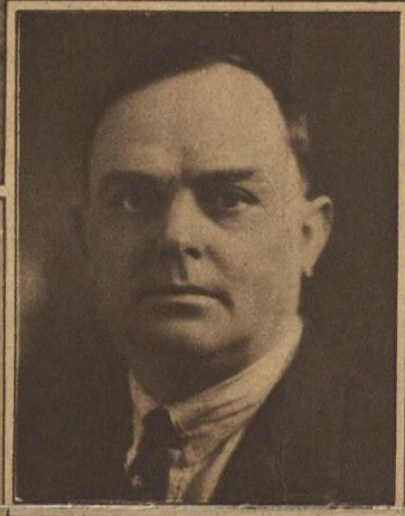
# BAKER, BOTTS, PARKER & GARWOOD

*16th  
Floor  
Esperson  
Building*





INTERIOR VIEW OF ENGINE ROOM



Mr. Benjamin W. Warren

# Looking Toward Tomorrow

**T**HE very THOUGHT and INSPIRATION which instituted a colossal commercial monument in order to perpetuate the ideals and aspirations of a man of unquenchable energy . . . . courage and faith . . . . demanded, not alone a problem for today . . . . but for future generations.

We have strived with infinite care, in skill . . . . energy and work to build such an institution and believe as the years pass "Warren Service" will stand the test of time.

# THE WARREN CO.

HOUSTON,

TEXAS

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