

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Name of Property
County and State
Name of multiple listing (if applicable)

Section number _____ Page 1

Supplementary Listing Record

NRIS Reference Number: SG100002701

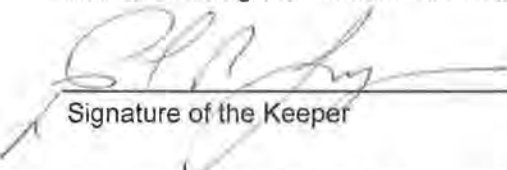
Date Listed: 07/23/2018

Property Name: Freear, W.A., Furniture Company-- Maskat Shrine Temple Building

County: Wichita

State: TX

This Property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation



Signature of the Keeper

7/23/2018

Date of Action

Amended Items in Nomination:

Significance

The Significant Dates 1941 and 1948 are deleted. [All significant dates must be within the identified period of significance, in this case outlined as the date of construction 1929.]

The TEXAS SHPO was notified of this amendment.

DISTRIBUTION:

- National Register property file
- Nominating Authority (without nomination attachment)

56 2701



NPS Form 10-900

United States Department of the Interior
National Park Service
National Register of Historic Places Registration Form

1. Name of Property

Historic Name: W.A. Freear Furniture Company / Maskat Shrine Temple Building
Other name/site number: NA
Name of related multiple property listing: NA

2. Location

Street & number: 1100 Lamar Street
City or town: Wichita Falls State: Texas County: Wichita
Not for publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this
 nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria.

I recommend that this property be considered significant at the following levels of significance:
 national statewide local

Applicable National Register Criteria: A B C D

Mark Wolfe State Historic Preservation Officer
Signature of certifying official / Title Date 6/1/18
Texas Historical Commission
State or Federal agency / bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.
Signature of commenting or other official Date
State or Federal agency / bureau or Tribal Government

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other, explain: _____

[Signature]
Signature of the Keeper

7/23/2018
Date of Action

W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

5. Classification

Ownership of Property: Private

Category of Property

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Number of Resources within Property

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	total

Number of contributing resources previously listed in the National Register: 0

6. Function or Use

Historic Functions: COMMERCE/TRADE/Specialty store; SOCIAL/Meeting hall

Current Functions: Vacant

7. Description

Architectural Classification: Late 19th and 20th Century Revivals: Classical Revival; Modern Movement: Art Deco

Principal Exterior Materials: Brick, Metal, Concrete

Narrative Description (see continuation sheets 6-7)

W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

8. Statement of Significance

Applicable National Register Criteria: C

Criteria Considerations: NA

Areas of Significance: Architecture

Period of Significance: 1929

Significant Dates: 1929, 1941, 1948

Significant Person (only if criterion b is marked): NA

Cultural Affiliation (only if criterion d is marked): NA

Architect/Builder: Voelcker & Dixon

Narrative Statement of Significance (see continuation sheets 8-12)

9. Major Bibliographic References

Bibliography (see continuation sheet 13)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

Primary location of additional data:

- State historic preservation office (*Texas Historical Commission, Austin*)
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository:

Historic Resources Survey Number (if assigned): NA

W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

10. Geographical Data

Acreage of Property: 0.25 acres

Coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: NA

1. Latitude: 33.907974° N Longitude: -98.491018° W

Verbal Boundary Description: LOT 1 BLK 201 ORIGINAL TOWN, WF

Boundary Justification: The boundary includes the property historically associated with the nominated resource.

11. Form Prepared By

Name/title: Haley Wilcox / Partner
Organization: Ogee LLC
Street & number: 2506 Little John Ln
City or Town: Austin State: TX Zip Code: 78704
Email: haley@ogee preservation.com
Telephone: (469) 751-7424
Date: 10/9/2017

Additional Documentation

Maps (see continuation sheets 14-16)

Additional items (see continuation sheets 17-26)

Photographs (see continuation sheets 5, 27-33)

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Photograph Log

Name of Property: W.A. Freear Furniture Company/Maskat Shrine Temple Building

City, County, State: Wichita Falls, Wichita County, Texas

Photographer: Ellis Mumford-Russell

Date Photographed: February 2017

Photo 1

Northeast (Primary) Elevation, view southwest.

Photo 2

Northeast (Primary) and Northwest Elevations, view south.

Photo 3

Northwest Elevation, view southeast.

Photo 4

Southeast and Northeast (Primary) Elevations, view west.

Photo 5

Southwest (Rear) Elevation, view north.

Photo 6

Door Detail, Northeast Elevation

Photo 7

Masonry Detail, Northeast Elevation, view southwest.

Photo 8

Masonry Detail

Photo 9

First Floor Grand Staircase Landing, view south.

Photo 10

First Floor Interior, view northwest.

Photo 11

Second Floor Interior, view south.

Photo 12

Third Floor Interior, view southeast.

Photo 13

Fourth Floor Interior, view northwest.

W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Narrative Description

The 1929 W.A. Freear Furniture Company/Maskat Shrine Temple Building is a four-story steel-frame brick veneer commercial building located at 1100 Lamar Street in downtown Wichita Falls, Texas at the northeast corner of Lamar and 11th Streets. Designed by prominent local architecture firm Voelcker & Dixon, the symmetrical building features a flat roof and restrained Classical and Art Deco ornamentation. These stylistic influences are communicated by the intact cast stone details including two pediments above the primary entrances, intricate brickwork, prominent pilasters emphasizing verticality, spandrels, and first floor storefront bays on the building's primary (northeast) elevation. Much of this influence is repeated on the secondary (northwest) elevation. Original paired steel-frame, multi-light windows occupy the original upper level fenestrations. The building's open, flexible interior had two main functions during its history, first as a furniture store, then as a Maskat Shrine Temple. The rectangular building contains a grand staircase leading from the main entrance to the second floor, and an enclosed staircase centered on the southeast wall. Apart from changes to the interior and the storefronts, the design is intact displaying a high level of historic integrity.

Setting

The Freear/Maskat Building is located four blocks from the heart of downtown Wichita Falls, Texas within an area comprised primarily of commercial buildings. Institutional and government buildings, such as the nearby post office, library, and elementary school also populate the setting. The railroad runs north-south four blocks east of the building. Surrounding buildings are primarily low- and mid-rise masonry buildings dating from the 1920s-1960s. The Depot Square Historic District (NR 2004) is located just to the northeast. A few blocks north, there are several high-rise buildings from the same era. Surface parking lots dot the landscape. There are diagonal parking spots along the secondary elevation.

Exterior

Buff brick clads the primary (northeast) and secondary (northwest) elevations with cast stone ornament. Red brick clads the side (southeast) and rear (southwest) elevations. Brick pilasters topped by cast stone palmettes divide the primary (northeast) elevation into eight bays with larger pilasters grouping the bays in a 2-4-2 pattern. The primary entrances fill the first floor of bays 3 and 6. Paired, paneled replacement wood doors with ornate hardware fill the openings with decorative cast stone surrounds and pediments featuring vegetal motifs, palmettes, and floral medallions. Storefront openings occupy the remaining space on the first floor of the northeast elevation. In their original masonry openings, the storefronts themselves have been replaced with new aluminum-frame storefront systems. The base of the easternmost bay on the primary elevation has been infilled with red brick. A recessed panel between the two entrances was the former location of signage for both the W.A. Freear Furniture Company and the Maskat Shrine Temple. A soldier course and brick work in a key pattern top the storefront. A cast stone course forms the sills of the second story windows. Spandrels between second and third stories feature recessed panels with patterned brick work and cast stone panels. A sawtooth sailor course tops the fourth story windows. Cast stone medallions hang between the tops of the pilasters in a field of diaper pattern brick. A combination of small cast stone medallions, a soldier course, a header course, a cast stone string course, and cast stone coping form the cornice of the building. Fenestration on the elevation is regular with one pair in each structural bay on second-fourth stories. Windows are paired, steel-frame, four-light windows with pivot sashes (central two lights) and thick steel mullions.

The secondary (northwest) elevation features the same decorative elements as the northeast elevation. Alternating big and small pilasters divide the elevation into 14 structural bays. First floor storefronts span two bays each. Six storefront

W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

assemblies fill the ground floor with the rearmost two bays occupied by an original recessed panel. Non-historic plate glass storefront assemblies fill the original masonry openings of the first four bays while circa 1940s glass block fills the remaining storefront openings. Fenestration, pattern brick work, and cast stone ornament follow the same pattern as the northeast elevation.

The rear (southwest) elevation has running bond red brick and features the penthouse for the elevator. Fenestration is irregular on the first and second stories and regular on the two upper stories. Windows on the rear elevation are a combination of original six-light and twelve-light steel-frame windows with pivot sashes and rowlock sills. Two utility entrances pierce the rear elevation with paired, paneled wood doors. Four downspouts run down the rear. The rear elevation is utilitarian with no ornament.

The side (southeast) elevation is utilitarian with running bond red brick. It features the frame enclosed staircase with roof access. Because a one-story building original occupied the neighboring lot, the first story on this elevation lacks fenestration and some areas of brick are damaged. Second and fourth story fenestration is irregular while third story fenestration is fairly regular and spans the entirety of the elevation. Windows on this elevation are twelve-light, steel-frame windows with pivot sashes and rowlock sills.

Interior

A wide-open interior characterizes the building with plaster walls and ceilings and a combination of concrete and tongue-and-groove wood floors. When the building served as a furniture store, all floors were used as furniture and fixture display areas with temporary partitions installed to create model rooms. Originally, carpet covered the first and second floors and wood covered the upper floors. An area on the fourth floor was used for furniture upholstery, finishing, and repair.¹ When the building served as the Maskat Shrine Temple, a kitchen and cafe were housed on the first floor, offices and unit rooms on the second floor, the ballroom/assembly room and meeting rooms on the third floor, and meeting rooms on the fourth floor.² A grand staircase leads from the primary entrance at the southeast corner of the building to the second floor. A more utilitarian staircase provides vertical circulation to the rest of the building, centered on the southeast wall. An industrial lift, used for moving furniture, occupied a now-empty shaft at the south corner of the building.

Alterations

When the Maskat Shrine Temple purchased the building in 1948, they kept much of the configuration and finishes from W.A. Freear Furniture Company and added partitions to create meeting rooms as well as a kitchen and cafe on the first floor. After the Shrine moved out, a new owner purchased the building with the intention of rehabilitating it but only got as far as reinforcing the structure and abating the hazardous materials, which included the removal of nearly all interior partitions and most plaster on walls and ceilings. The storefront windows were replaced throughout, likely after the 1970s. Despite these alterations, the building retains integrity of design, materials, workmanship, location, and setting.

¹ "Freear Opens New Store Friday," *Wichita Daily Times*, September 27, 1929, 1.

² Interview with John Tunnell, Maskat Shrine Temple Recorder, 6 February 2017.

W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Statement of Significance

The Freear/Maskat Building is architecturally significant under Criterion C as a remarkably intact late 1920s commercial property designed by prominent North Texas firm, Voelcker & Dixon. Designed as a furniture store, the building embodies modest Art Deco and Classical influences and exemplifies the firm's gradual transition to more modernistic designs as seen in their 1930s Modern Classical courthouses. The building served as the W.A. Freear Furniture Company from 1929 to 1941, and later housed the United Service Organizations from 1942 to 1946. From 1948 to 1995 it was home to the Maskat Temple Shrine. The period of significance is 1929, the year of construction.

History of the Building

A single-family dwelling originally occupied this lot and was demolished shortly before new construction.³ The building was announced in December of 1928 and work begun on New Year's Day of 1929.⁴ The building hosted its grand opening celebration on September 27, 1929, with much excitement.⁵ Upon opening, the building was "one of the nation's finest" stores with a focus on "eye appeal" for the customer.⁶ The Freear Company relocated in 1941 and the United Service Organizations occupied the building from 1942 to 1946.⁷ In 1948, the Maskat Shrine Temple moved into the building and occupied it until 1995. The building has been vacant since then.

History of Wichita Falls

Wichita Falls was first platted in 1876 and the first post office established in 1879.⁸ The city experienced its first boom with the arrival of the railroad in the 1880s and was incorporated in 1889. Oil was first discovered in the vicinity in 1903, but it was the opening of the Electra oil field in 1911 that led to an increase in population and dramatic shift toward oil extraction and refining industries in Wichita Falls. The town began to boom in 1918 with the discovery of the Burkburnett oil fields, which led to tremendous physical growth during the 1920s, including the construction of the subject building. Wichita Falls only experienced small effects of the Great Depression as the ever-growing petroleum industry kept the city afloat. Sheppard Field, later Sheppard Air Force Base, was opened in 1941, providing many jobs for the city. Wichita Falls saw its population peak in 1955 at 110,100, and has stayed fairly steady since then.⁹ The 1960s saw a decrease in petroleum-related industry and other industries took hold.¹⁰ The Gates Rubber Company arrived in Wichita Falls in 1964, with Sprague Electric and Johnson and Johnson also moving their production into the city in 1966. Numerous other industrial companies continued to arrive throughout the 1970s, including Pittsburgh Plate Glass and a division of Dow Chemical. The area remained successfully industrial until the mid-1980s, when companies began to move away, and the construction of a shopping mall pulled commercial and industrial traffic away from the downtown.¹¹ However, this economic shift did not negatively impact the subject building as the Maskat Shrine occupied it until 1995.

³ 1919 Wichita Falls, TX Sanborn Insurance Map, Sheet 10, *ProQuest Digital Sanborn Maps 1867-1970*.

⁴ "Freear to Erect \$100,000 Building at 11th and Lamar," *Wichita Daily Times*, December 4, 1928, 1. "Contract Awarded R.C. Cato for New Freear Building," *Wichita Daily Times*, December 21, 1928, 13.

⁵ "Freear Opens New Store Friday."

⁶ *Ibid.*

⁷ "Freear Store in New Quarters," *Wichita Daily Times*, December, 14, 1941, 9.

⁸ *Handbook of Texas Online*, Kenneth E. Hendrickson, Jr., "Wichita Falls, TX," accessed February 3, 2017 <<http://www.tshaonline.org/handbook/online/articles/hdw02>>.

⁹ "Wichita Falls, Texas". <https://tshaonline.org/handbook/online/articles/hdw02>

¹⁰ "Wichita Falls, Texas". <https://tshaonline.org/handbook/online/articles/hdw02>

¹¹ "Wichita Falls, Texas". <https://tshaonline.org/handbook/online/articles/hdw02>

W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

W.A. Freear Furniture Company

W.A. Freear Furniture Company built and occupied this property from 1929 to 1941. W.A. Freear moved to Wichita Falls in 1909 from Weatherford, Texas. He formed a partnership with Burton Stayton and Ivan Murchison in 1915 and opened the first location of W.A. Freear Furniture Company at the corner of 9th St. and Scott Ave. Continued growth led the company to expand to the subject building. About the company, Freear said:

It is the desire and ambition of the firm to give Wichita Falls and this territory one of the most modern and up-to-date furniture stores in this section of the country. This firm believes in Wichita Falls' future growth and in planning this store have anticipated this growth by making the foundation of this building so that four other stories may be added.¹²

The furniture company was successful from the start, hardly affected by the Great Depression with the local economy bolstered by seemingly limitless oil supply. They were said to average a half million dollars in sales each year, selling goods within a 200-mile radius.¹³ They specialized in selling nationally-recognized brands and a large selection of oriental rugs. Other items in stock included draperies, stoves, ranges, refrigerators, linoleum, kitchen cabinetry, lamps, and decorative items.¹⁴

At its opening in 1929, 200 feet of plate glass show windows fronted the Eleventh and Lamar first-floor elevations of the new Freear Furniture Company Building. The main floor of the building was a large, divided show space, with 11 private rooms on its mezzanine (second floor); A central 40 x 40 court provided entrances to each of the 11 rooms. On the third floor, one large, open space served for the display of carpets and draperies, and three private rooms where youth furniture was displayed. The fourth floor was also a large, open space, with one section separated to be used for exchanges, and the remainder of the floor used for furniture repair.¹⁵ In the year of its opening, W.A. Freear Furniture Company was one of nineteen home furnishing stores in Wichita Falls and was housed in one of the largest buildings.¹⁶

In 1941, shortly after the death of Mrs. Freear, the widow of W.A. Freear, the building at Eleventh and Lamar was vacated by the Freear Furniture Company in favor of a better situated location. The new location, at Tenth and Indiana, was in the developing heart of Wichita Falls' business district.¹⁷ The United Service Organizations occupied the building from 1942 to 1946 playing a key role in the support of nearby Sheppard Field during World War II. The building at Eleventh and Lamar was sold to the City of Wichita Falls, then to the YMCA, and ultimately to the Shriners in 1948.¹⁸

The Maskat Shrine Temple Building

The Maskat Shrine was organized in Wichita Falls in 1920 and was granted its first charter in 1921. At the time, other fraternal organizations in Wichita Falls included the Elks Lodge, Faith Lodge, the Fraternal Order of the Eagles, the Masonic Lodge, and the Key West Lodge. The Maskat Shrine was named for a seaport on the Gulf of Oman. Though small compared to many other Texas Shrines, Maskat Shrine has had considerable influence on the city of Wichita Falls,

¹² The additional four stories were never added. "Freear Building 11th and Lamar," *Wichita Daily Times*, December 30, 1928, 1

¹³ Ellis Arthur Davis and Edwin H Grobe, *The Encyclopedia of Texas, Vol. 1* (Dallas: Texas Development Bureau, 1922) 359, accessed 3 February 2017 <<https://texashistory.unt.edu/ark:/67531/metaph41244/>>

¹⁴ Polk's City Directory, Wichita Falls, 1929. 165.

¹⁵ "Freear Building 11th and Lamar", *Wichita Daily Times*, Sunday December 30, 1928

¹⁶ Polk's City Directory, Wichita Falls, 1929. 487.

¹⁷ "Freear Store in New Quarters", *Wichita Daily Times*, December 14, 1941

¹⁸ "Shriners to Buy Freear Building", *Wichita Daily Times*, Wednesday March 10, 1948

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counting many prominent citizens as members and leaders. Shriners have served on city council and hospital boards and as mayor, and U.S. Senators. Throughout its history, the Maskat Shrine hosted circuses, parades, car shows, and other social events while raising money to help sick children seek the medical help they need. The Maskat Shrine started the Oil Bowl Football Classic in 1938, which has become a regional event for North Texas and Oklahoma that raises thousands of dollars annually to this day. The Maskat Shrine boasts a membership of 550 at present.¹⁹

The Shriners purchased the building at Eleventh and Lamar in March of 1948 for a sum of \$56,000 from the Wichita Falls YMCA. Shortly after purchasing the building, the Maskat Shrine offices were moved into the building, and renovations began. Oriental and Arabic inspired decorations were added, and a parlor, club, and lunch room were built on the first floor (none of which is extant). The mezzanine included a library, reading room, ladies' lounge, and powder room. On the third floor, there were meeting spaces and open areas used for dancing and entertainment. The fourth, top, floor had more space for dancing along with quarters for the Shrine Band and other temple organizations.²⁰

In the late 1940s, the Maskat Shrine was a highly active chapter of the larger Shriners organization; a newspaper article from 1942 called the Wichita Falls Maskat Temple "the biggest little Temple in North America".²¹ The Wichita Falls' chapter membership only continued to increase, eventually necessitating the group's move into the building at Eleventh and Lamar. They previously occupied a single floor of the building housing the Wichita Falls radio station. At times, over 800 Shriners gathered from across the country at the Wichita Falls Temple for events both at the branch Temple and sponsored by the branch. These events ranged from birthday parties to color guard displays, parades, fundraisers, and football games. The Wichita Falls Shriners participated in events intended to promote goodwill in Wichita Falls, and to support the city both financially and in a manner devoted to promoting a high quality of life.

CRITERION C: ARCHITECTURE

The Freear/Maskat Building is significant at the local level under Criterion C in the area of Architecture as a remarkably intact late 1920s commercial example of the work of prolific Wichita Falls firm, Voelcker & Dixon, well known for their courthouse designs throughout Texas. Blending both Classical Revival and Art Deco stylistic influences, the building represents the one of last eclectic designs produced by the firm before transitioning to Modern Classical.

Architects Voelcker & Dixon

Born in New Braunfels in 1888, Herbert Voelcker (1888-1971) earned an architectural engineering degree from Texas A&M College in 1909. He worked in several architectural offices around central Texas before working at the Kansas City and Chicago offices of Lewis and Kitchen. From there, Voelcker worked at Louis Kahn's Detroit office before moving to Wichita Falls in 1916.²² Jesse Dixon (1888-1962) began his career as a draftsman with the Fort Worth architectural firm of Waller, Shaw, and Field, in 1910.²³ Later that year, he moved to Dallas and began working for S.W. Bell Telephone company, also as a draftsman, and remained with Bell until 1912. From 1913 to 1917, he worked between Houston and Dallas, as a draftsman, with the companies C.D. Hill and Company, A.C. Finn, and finally Russell-Brown Co.²⁴

¹⁹ "About Us," *Maskat Shrine*, accessed March 12, 2018, <https://maskatshrine.com/sample-page/>.

²⁰ "Shrine Close Building Deal", *Wichita Daily Times*, March 21, 1948

²¹ "Maskat Known Throughout Shrinersdom as Biggest Little Temple in N.A.", *Wichita Daily Times*, April 26, 1942

²² Membership File: Herbert Voelcker, American Institute of Architects.

²³ The AIA Historical Directory of American Architects: Jesse G. Dixon, American Institute of Architects.

²⁴ Membership File: Jesse G. Dixon, American Institute of Architects.

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Voelcker & Dixon formed a partnership in 1918 and went on to become prolific designers of courthouses, post offices, institutional buildings, municipal buildings, and medical facilities throughout Texas. Voelcker & Dixon's work is typified by an eclectic use of traditional architectural vocabulary on large-scale buildings. The subject commercial building is unique in the firm's canon of municipal, institutional, and government buildings.

Given the economic growth connected to the oil industry in 1918 which gave way to a construction boom in Wichita Falls, Voelcker & Dixon were well positioned to become a noted architectural firm in the city. In addition to the subject building, other buildings designed by the firm in Wichita Falls include a two-story brick residence for W.A. Freear (1919, with Page Bros. at 1627 block of 10th Street, demolished), the Wichita Falls Hospital (1926), Wichita Falls City Hall and Municipal Auditorium (1928, with Lang and Witchell), the U.S. Post Office and Courthouse (1931), the Administration Building at Hardin Junior College (1936), and the Psychopathic Ward at the Wichita Falls State Psychopathic Hospital (1938).²⁵ These buildings exhibit the firm's ability to employ eclectic styles and "improvise from historical models with great panache."²⁶ In their Wichita Falls buildings they employed such styles as Regional Romanesque (Administration Building), Modern Classical (Post Office), Neoclassical (State Psychopathic Hospital, Wichita Falls Hospital), and Spanish Colonial Revival (Wichita Falls City Hall and Municipal Auditorium).

In addition to their work in Wichita Falls, Voelcker & Dixon designed ten courthouses in north Texas from 1928 to 1940.²⁷ The Wilbarger County Courthouse in Vernon (1928) and the Callahan County Courthouse (1929) in Baird both exemplify the firm's early preference for the Neoclassical style, with the Wilbarger Courthouse being the more formal and imposing of the two. The Midland County Courthouse (1929) steers toward a more stripped, stylized Neoclassical aesthetic. From there, Voelcker & Dixon moved on to design the exceptional avant-garde Cottle County courthouse (1930 - NRHP 2004) with unique step-back massing not seen in earlier designs by the firm. During the Great Depression, the firm's courthouses pivoted to more Modern Classical designs, reflecting the budget constraints of local governments but an enduring need for new facilities. Examples of this style include the 1932 Gregg County Courthouse, the 1935 Knox County Courthouse, the 1936 Grayson County Courthouse, the 1937 Van Zandt County Courthouse (NRHP 2017), the 1940 Jack County Courthouse (NRHP 2012) and the 1941 Rockwall County Courthouse.²⁸

The W.A. Freear Furniture Company/Maskat Shrine Temple Building's limited ornament and masonry detail demonstrates the changing tastes of the late 1920s and early 1930s and also marks the beginning of the firm's transition into more a modern design aesthetic. The application of Art Deco and Classical elements to a rectilinear form quietly alluded to the firm's later Modern Classical municipal and courthouse designs. The form and stylistic features seen in this building are strikingly similar to that of the 1929 Callahan County Courthouse (see figure 9). Designed the same year as the subject building, the Callahan County Courthouse also features a patterned buff brick exterior with cast stone ornament in the form of palmettes and floral motifs at the cornice, spandrels, elaborate door surrounds, and pilasters with cast stone capitals. The symmetrical courthouse also shares the rectilinear form and vertical massing with the subject

²⁵ Gregory Smith, National Register of Historic Places Registration Form, Jack County Courthouse, Jacksboro, Jack County, Texas, 2012, 15; *Texas Trade Review and Industrial Record*, Volume 24, Number 9, May 1, 1919, page 29. Available on Google Books, https://books.google.com/books?id=uKJAAQAAMAAJ&pg=RA2-PA61&lpg=RA2-PA61&dq=voelcker+and+dixon+w.a.+freear+building+wichita+falls+tx&source=bl&ots=Qairx0wej-&sig=sfTNL3DR8qBH--odFgbDuaA6-eg&hl=en&sa=X&ved=0ahUKEwjh-4S_uvHZAUIUK0KHSW-DgcQ6AEIJzAA#v=onepage&q=voelcker%20and%20dixon%20w.a.%20freear%20building%20wichita%20falls%20tx&f=false

²⁶ Jay C. Henry, *Architecture in Texas: 1895-1945*, Austin: University of Texas Press, 1993, 158.

²⁷ An 11th courthouse, intended for Motley County, was designed in 1938 but never constructed. Leonard G. Lane, Jr. "Voelcker & Dixon, Architects." <http://www.254texascourthouses.net/voelcker--dixon-architects.html>

²⁸ Houston Post National Register of Historic Places Form, prepared by SWCA Environmental Consultants in June 2017.

W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

building. When compared, the firm's design evolution is exemplified in the monumental U.S. Post Office and Courthouse, constructed in 1931 across the street at 1000 Lamar (see figure 10). The Classical elements on the building are increasingly restrained, giving way to a series of fluted piers between the base and cornice separated by vertical windows. Decorative spandrels and door surrounds give the building a distinct Modern appearance, which would be fully executed in the firm's courthouses in Jack County and Rockwall County.

Summary

The W.A. Freear Furniture Company/Maskat Shrine Temple Building is an exceptionally intact commercial example of an early work of Voelcker & Dixon. Characterized by subtle Classical and Art Deco features, the building serves as a precedent to the firm's 1930s Modern Classical courthouses within their larger portfolio. Designed as the W.A. Freear Furniture Company in 1929, the building later housed the United Service Organizations from 1942 to 1946. From 1948 to 1995 it was home to the Maskat Temple Shrine. As such, the building is nominated to the National Register of Historic Places under Criterion C in the area of Architecture at the local level of significance. The period of significance is the year 1929, the year of construction.

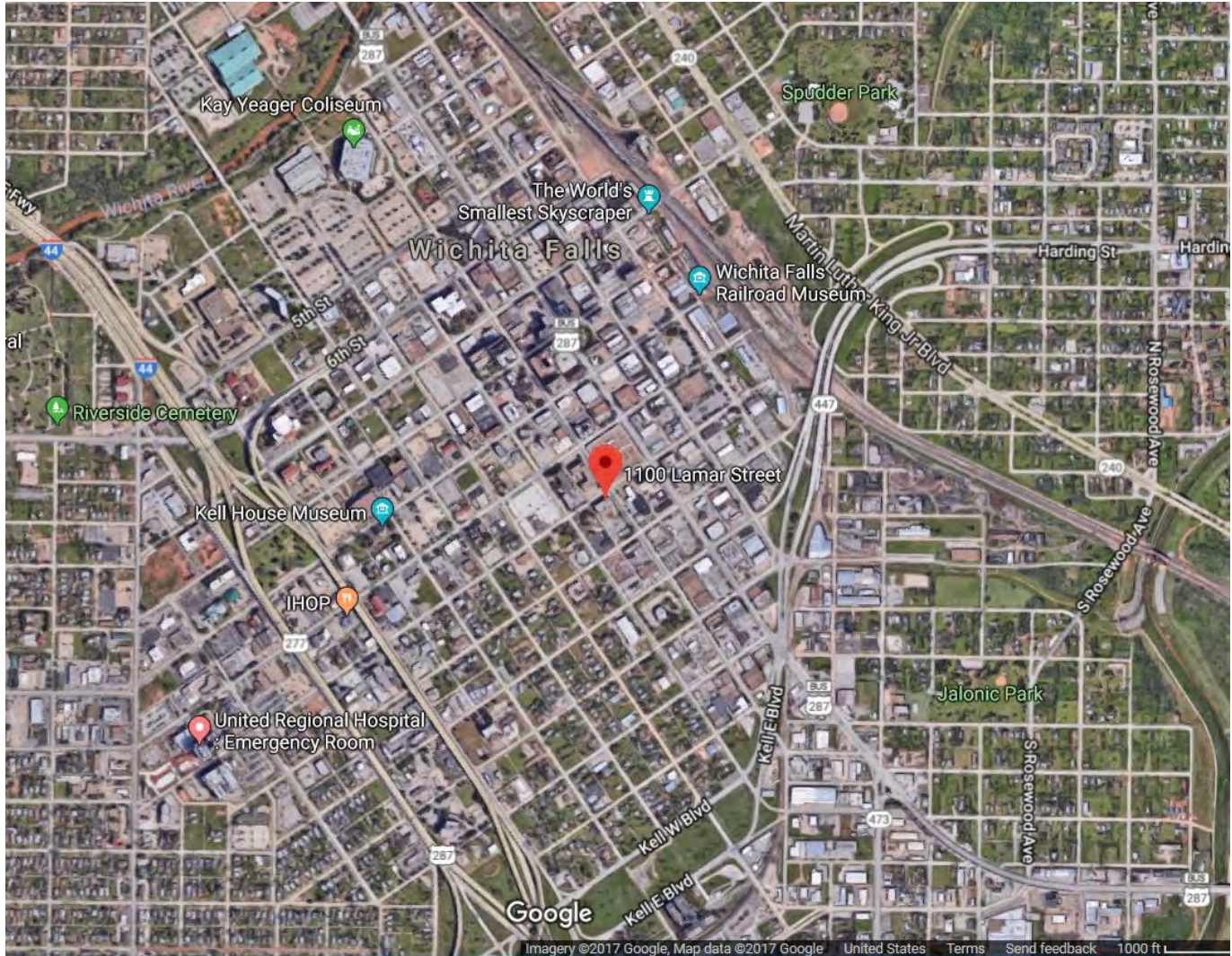
W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

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 - "Contract Awarded R.C. Cato for New Freear Building." 21 December 1928, 13.
 - "Freear Building 11th and Lamar." 30 December 1928, 1.
 - "Freear Store in New Quarters." 14 December 1941, 9.
 - "Maskat Known Throughout Shrinersdom as Biggest Little Temple in N.A.", *Wichita Daily Times*, April 26, 1942.
 - "Shriners to Buy Freear Building", *Wichita Daily Times*, Wednesday March 10, 1948
 - "Shrine Close Building Deal", *Wichita Daily Times*, March 21, 1948, 1.

W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Map 1: Google Maps, Accessed November 29, 2017



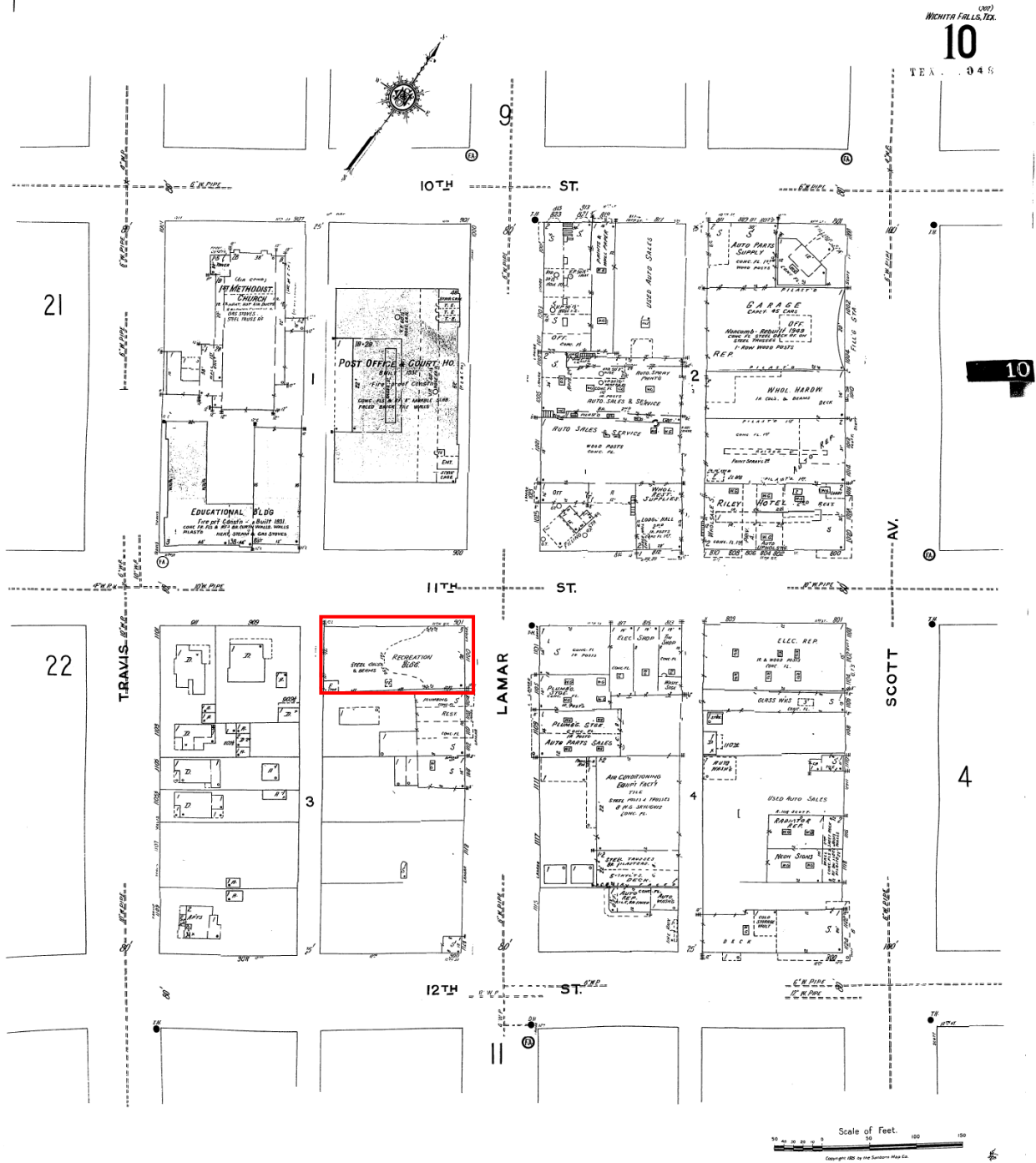
W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Map 2: Google Earth Map, Accessed February 8, 2018



W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Map 3: Sanborn Fire Insurance Map for Wichita Falls, 1925-1950, Sheet 10. The nominated building is outlined in red.



W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Figure 1: September 26, 1929 Wichita Daily Times article and sketch

Freear's Section **Wichita Daily Times** Freear's Section
WICHITA FALLS, TEXAS, THURSDAY, SEPTEMBER 26, 1929

FREEAR OPENS NEW STORE FRIDAY

MAGNIFICENT NEW FREEAR PLANT ONE OF NATION'S FINEST

Five Years of Study Goes Into Construction of Store Here

EYE-APPEAL STRESSED IN \$125,000 LAYOUT

Special Interior Brings New Standards in Furniture Display



FREEAR LEADERS AND MEN EXPERIENCED IN SERVING PUBLIC

The results of five years of study and observation of leading furniture establishments in the United States, with an eye to the interior design and display methods, will be introduced in Wichita Falls and her neighbors Friday evening when the new Freear furniture store at Lamar and Eleventh streets formally opens its doors. During the five years before the store for the new structure were completed last December, team architects, in charge of the buying and handling of the merchandise, traveled several times across the continent visiting other new stores and comparing methods. It was found that the successful feature of the most successful furniture stores was the general arrangement along with any single size of the building.

The layout of the store is designed to give the most complete service to the customer. It is planned to give the customer a complete service in the store. It is planned to give the customer a complete service in the store. It is planned to give the customer a complete service in the store.

The Freear Furniture Co. consists of W. A. Freear, president, and I. H. Freear, secretary, who formed the corporation in Wichita Falls, Tex., Jan. 2, 1918. At that time the business was located in the city street and moved from there to the corner of Eleventh and Eleventh in July 1927. Mr. Freear, before coming to Wichita Falls, served and operated furniture stores in Washington, D. C., and in the city of New York. He has been in the furniture business since 1905 and has been in the furniture business since 1905 and has been in the furniture business since 1905.

ARTIST'S DRAWING OF FOUR-STORY FREEAR BUILDING FORMALLY OPENED TO PUBLIC FRIDAY

LEADERS IN DEVELOPMENT OF FREEAR FURNITURE COMPANY



Iyan Murchison, W. A. Freear, and Burton Statton are the leaders in the development of the Freear Furniture Company. They are shown in a group photograph.

Public Invited to Inspect Firm's Home, Souvenirs and Music to Treet Visitors

Made recently, Freear and his partner will give Wichita Falls a new home for the Freear Furniture Company. The new store is located at Lamar and Eleventh streets. The store is open to the public. The store is open to the public. The store is open to the public.

Many Noted Firms Represented Here in Freear Stocks

Many of the country's leading manufacturers of furniture and home furnishings are represented here in Freear stocks. The store is open to the public. The store is open to the public. The store is open to the public.

Years See Growth of Big Business From Treet Visitors

The Freear Furniture Company has seen a steady growth in business over the years. The store is open to the public. The store is open to the public. The store is open to the public.

Cane Bottomed Chairs Disappear With Chaperones and Buggies As New Furniture Modes Advance

The cane-bottomed chair, the chaperone, and the buggy are disappearing as new furniture modes advance. The store is open to the public. The store is open to the public. The store is open to the public.

Faith in Future Revealed in Site for New Building

The faith in the future is revealed in the site for the new building. The store is open to the public. The store is open to the public. The store is open to the public.

Flooded Town's Last Survivors Removed

The last survivors of the flooded town have been removed. The store is open to the public. The store is open to the public. The store is open to the public.

Second Child Dies of Lamp Explosion

A second child has died as a result of a lamp explosion. The store is open to the public. The store is open to the public. The store is open to the public.

Freear's Section

Freear's Section

Freear's Section

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W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Figure 2: 1943 Post Card Image of the Freear Building



W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Figure 3: Advertisement in the *Wichita Daily Times*, September 26, 1929

When you visit our store Friday you will see displayed in our windows, on our floors, and in our special display rooms some of America's finest lines of furniture, floor coverings and draperies.

Berkey & Gay, S. Karpen & Bros., Kroehler Mfg. Co., Simmons Co., Bigelow-Hartford Carpet Co., Armstrong Linoleum, Brenlin Shades, Scranton Draperies and many others. Their ideal, like Freear's, is to help make your home a more charming, attractive and comfortable place to live in.

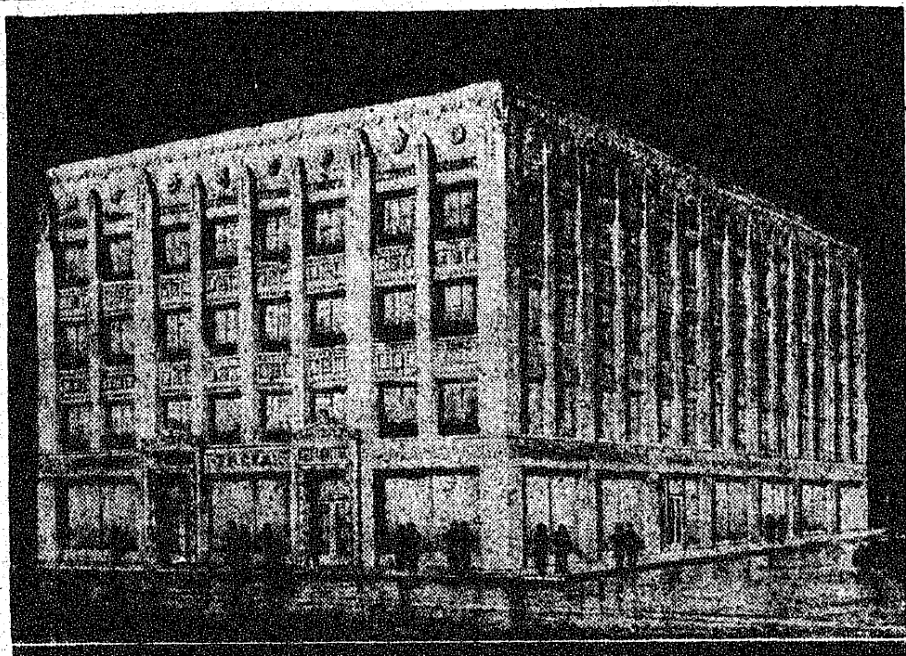
FREEAR'S
fine Furniture
LAMAR AT ELEVENTH

We Announce the Formal Opening of our New Store, Located at Lamar and Eleventh Streets Friday, Sept. 27th from 10 a. m. to 10 p. m. We extend you a most cordial invitation to visit us at that time
Muste Souvenirs

W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Figure 4: Image of building in *Wichita Daily Times*, December 30, 1928

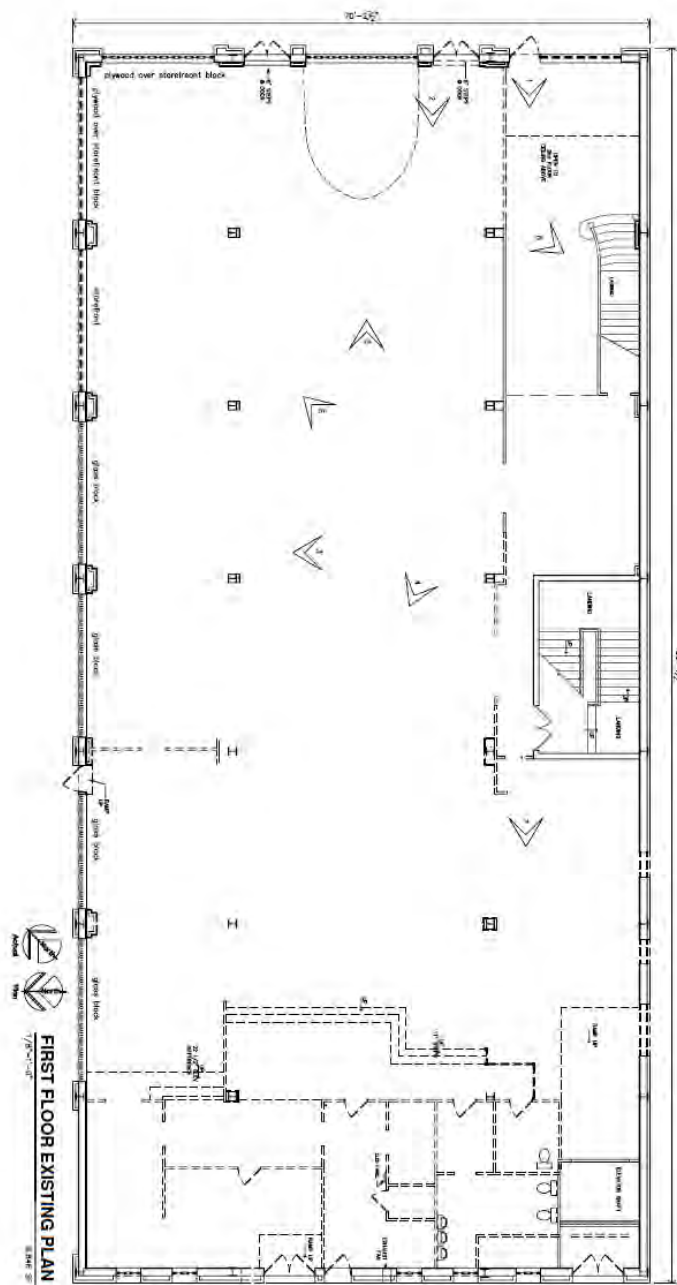
FREAR BUILDING TO BE ERECTED ELEVENTH AND LAMAR



(From drawing by Voelcker & Dixon, Architects.)

W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

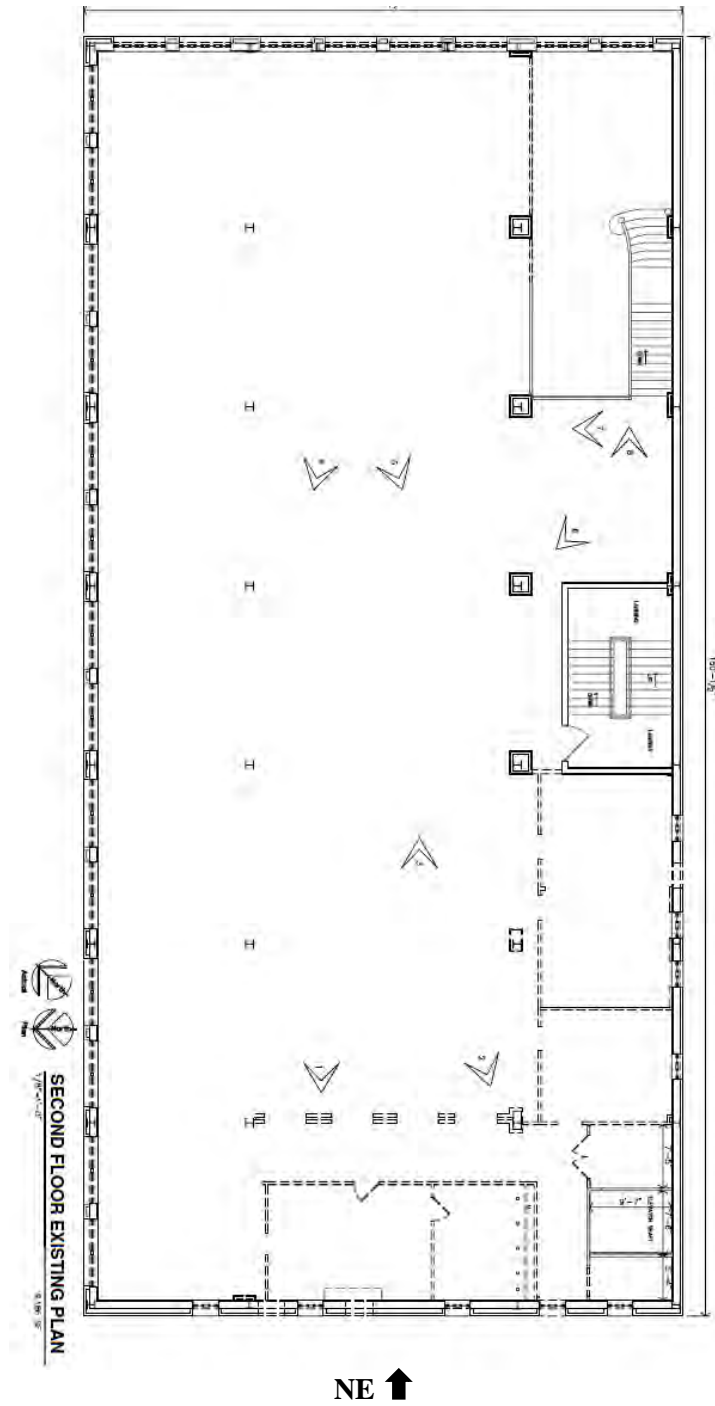
Figures 5: Architectural Drawings, First Floor, Courtesy of Jones Gillam Renz, Architects



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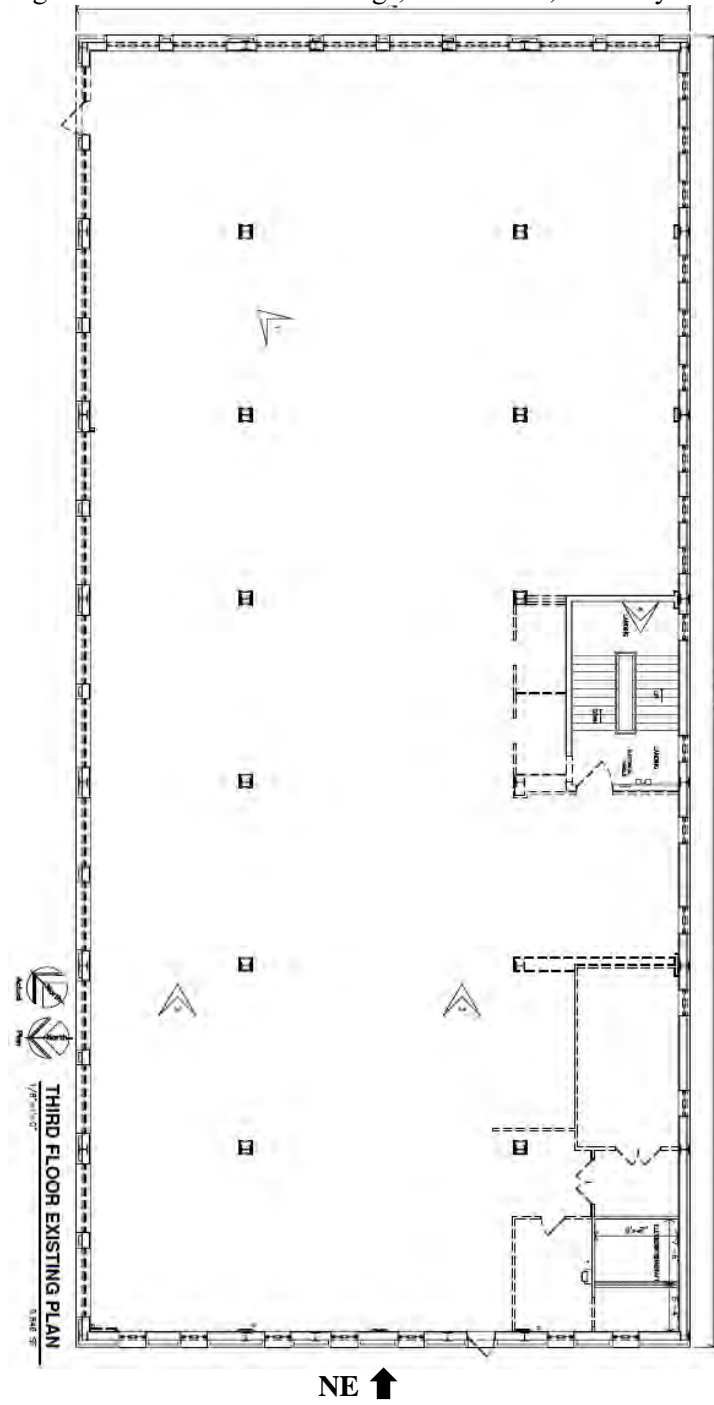
W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Figure 6: Architectural Drawings, Second Floor, Courtesy of Jones Gillam Renz, Architects



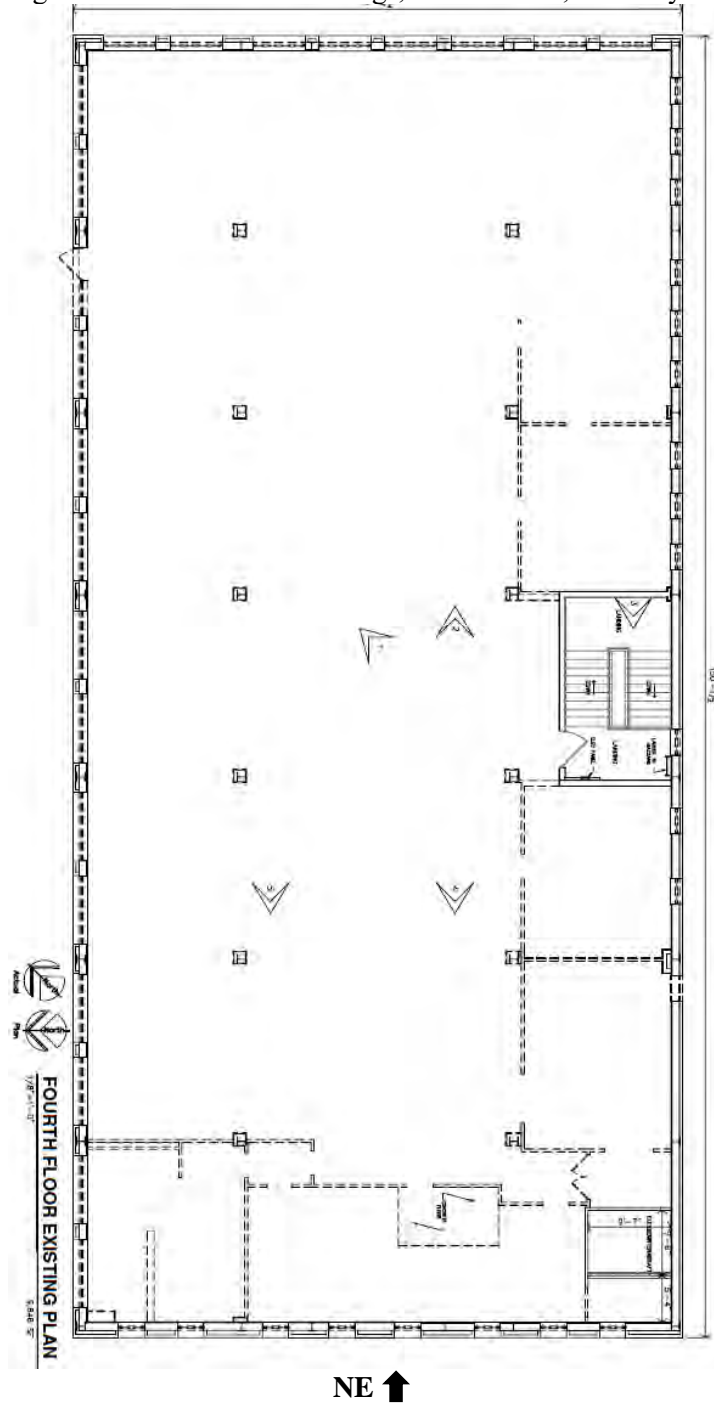
W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Figure 7: Architectural Drawings, Third Floor, Courtesy of Jones Gillam Renz, Architects



W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Figure 8: Architectural Drawings, Fourth Floor, Courtesy of Jones Gillam Renz, Architects



W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Figure 9: 1929 Callahan County Courthouse in Baird, Texas, courtesy of By Larry D. Moore, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=55572703>



W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Figure 10: 1931 U.S. Post Office and Courthouse in Wichita Falls, courtesy of Michael Barera [CC BY-SA 4.0 (<https://creativecommons.org/licenses/by-sa/4.0>), CC BY-SA 3.0 (<https://creativecommons.org/licenses/by-sa/3.0>) or GFDL (<http://www.gnu.org/copyleft/fdl.html>)], via Wikimedia Commons



W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Photo 1 – Northeast (Primary) Elevation, view southwest.

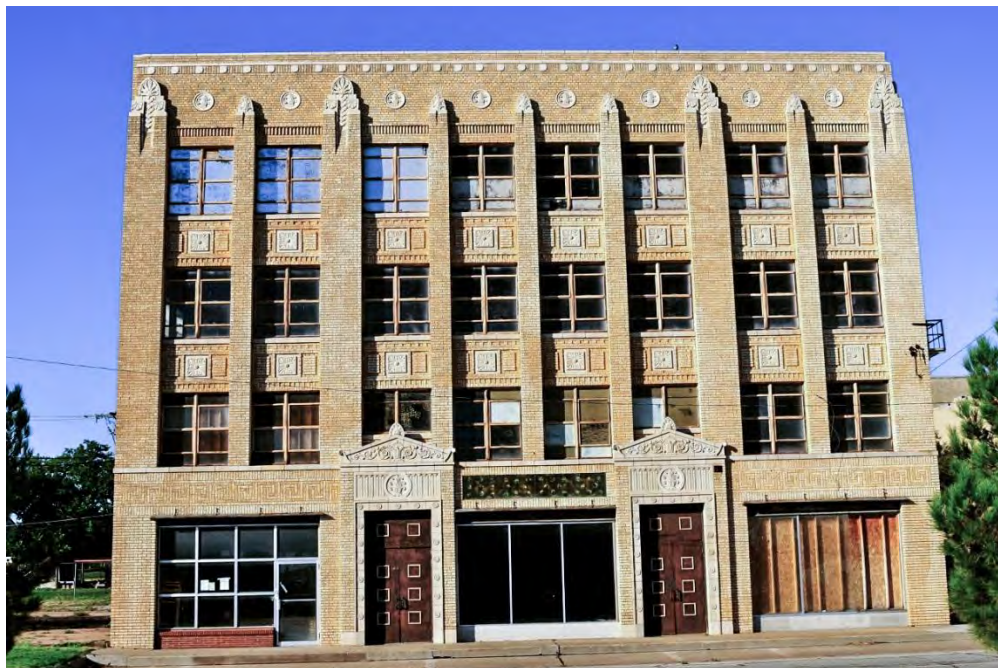


Photo 2 - Northeast (Primary) and Northwest Elevation, view south.



W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Photo 3 - Northwest Elevation, view southeast.



Photo 4 - Southeast and Northeast (Primary) Elevations, view west.



W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Photo 5 - Southwest (Rear) Elevation, view north.



W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Photo 6 - Door Detail, Northeast Elevation



Photo 7 - Masonry Detail, Northeast Elevation, view southwest.



W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Photo 8 - Masonry Detail.



Photo 9 - First Floor Grand Staircase Landing, view south.



W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Photo 10 - First Floor Interior, view northwest.



Photo 11 - Second Floor Interior, view south.



W. A. Freear Furniture Company / Maskat Shrine Temple Building, Wichita Falls, Wichita County, Texas

Photo 12 - Third Floor Interior, view southeast



Photo 13 - Fourth Floor Interior, view northwest.





























UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Freear, W.A., Furniture Company-- Maskat Shrine Temple Building

Multiple Name:

State & County: TEXAS, Wichita

Date Received: 6/8/2018 Date of Pending List: 7/9/2018 Date of 16th Day: 7/24/2018 Date of 45th Day: 7/23/2018 Date of Weekly List:

Reference number: SG100002701

Nominator: State

Reason For Review:

<input type="checkbox"/> Appeal	<input checked="" type="checkbox"/> PDIL	<input checked="" type="checkbox"/> Text/Data Issue
<input type="checkbox"/> SHPO Request	<input type="checkbox"/> Landscape	<input type="checkbox"/> Photo
<input type="checkbox"/> Waiver	<input type="checkbox"/> National	<input type="checkbox"/> Map/Boundary
<input type="checkbox"/> Resubmission	<input type="checkbox"/> Mobile Resource	<input type="checkbox"/> Period
<input type="checkbox"/> Other	<input type="checkbox"/> TCP	<input type="checkbox"/> Less than 50 years
	<input type="checkbox"/> CLG	

Accept Return Reject 7/23/2018 Date

Abstract/Summary Comments: The W.A. Freear Furniture Company building is locally significant under National Register Criterion C (Architecture). Built in 1929, the four-story, steel frame building clad in brick with cast stone trim is a fine local example of early twentieth century commercial design. The work of the prolific North Texas architectural firm of Voelcker and Dixon, the substantial building features a rich blend of Classical Revival and Art Deco inspired forms, and was a prominent oil-boom era addition to downtown Wichita's commercial architecture.

Recommendation/ Criteria: Accept NR Criterion C

Reviewer Paul Lusignan Discipline Historian

Telephone (202)354-2229 Date 7/23/2018

DOCUMENTATION: see attached comments : No see attached SLR : **Yes**

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.

TEXAS HISTORICAL COMMISSION

real places telling real stories



TO: Paul Lusignan
National Register of Historic Places
Mail Stop 7228
1849 C St, NW
Washington, D.C. 20240

From: Mark Wolfe, SHPO
Texas Historical Commission

RE: W.A. Freear Furniture Company / Maskat Shrine Tempe Building, Wichita Falls, Wichita County, Texas

DATE: June 7, 2018

The following materials are submitted:

Table with 2 columns: checkbox and description. Rows include: Original National Register of Historic Places form on disk (checked), Resubmitted nomination, Original NRHP signature page signed by the Texas SHPO, Multiple Property Documentation form on disk, Resubmitted form, Original MPDF signature page signed by the Texas SHPO, CD with TIFF photograph files, KMZ files, and nomination PDF (checked), Correspondence.

COMMENTS:

- ___ SHPO requests substantive review (cover letter from SHPO attached)
___ The enclosed owner objections (do___) (do not___) constitute a majority of property owners
___ Other:

