

**United States Department of the Interior
National Park Service**

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**National Register of Historic Places
Inventory—Nomination Form**

received **OCT 16 1985**

date entered

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

NOV 14 1985

1. Name

historic BROADWAY TOWER

and/or common Same

2. Location

street & number 114 E. Broadway St. N/A not for publication

city, town Enid N/A vicinity of

state Oklahoma code 40 county Garfield code 047

3. Classification

Category	Ownership	Status	Present Use	
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture	<input type="checkbox"/> museum
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> object	<u>N/A</u> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> scientific
	<u>N/A</u> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
		<input type="checkbox"/> no	<input type="checkbox"/> military	<input type="checkbox"/> other:

4. Owner of Property

name Tower Investment Co, and Oklahoma partnership

Robert B. Berry, Managing Partner

street & number P.O. Box 1069

city, town Enid N/A vicinity of state Oklahoma 73702

5. Location of Legal Description

courthouse, registry of deeds, etc. Office of the County Clerk

street & number Garfield County Courthouse

city, town Enid state Oklahoma

6. Representation in Existing Surveys

title Oklahoma Landmarks Inventory has this property been determined eligible? yes no

date 1983 federal state county local

depository for survey records State Historic Preservation Office-Okla. Hist. Soc.

city, town Oklahoma City state Oklahoma

7. Description

Condition		Check one	Check one
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The Broadway Tower, constructed in 1931, is a multi-storied commercial building on the east side. It is finished with buff brick laid in running bond. The base footprint (basement and first floor) is 75' x 150' and the tower (2nd-14th) is 75' X 90' with an 11' x 31' attached, but enclosed, stair tower; there is a two story 41'x50' penthouse and equipment room on the top. The building has a flat roof (1st, 14th, & penthouse floors) with parapet.

The facad and rear have six vertical divisions whereas the east and west sides hoave five. The first floor of hte facad has six large display windows and three glass paneled doors which flank the two-story entryway. The entryway is framed with fluted pilaster-like strips with enriched capitals. Within the entryway are two sets of glass paneled doors above with is a transom. Above the transom is a metal panel with finia-type ornamentation. In second floor of the entryway are two rectangularshaped windows with six lights. THE inside walls of the entryway have zig-zag decorative bands. Above the first floor openings on either side fo the two-story entryway are decorative tera cotta moldings adorned with cast iron finial-like ornaments. Vertical division on either side of the entryway is provided by fluted pilaster-like strips with enriched capitals. There are three rectangular shaped windows with six lights in second floor on either side of the in each of the outer bays. They have terra cotta surrounds and keys. The remaining outer bay fenestration is the same in floor four through fourteen except windows have no terra cotta surrounds. They retain terra cotta keys and slip sills. The interior four bays have on each floor (floors three through fifteen) four rectangularshaped windows with nine lights. Between each floor are mosaic tile spandrels. Crowning elements for outer bays at fourteenth floor of facade is decorative terra cotta trim of sunrise pattern and dentil-like ornaments. The interior four bays have zig-zag stepped pilasters beginning above fourteenth level and rising to top of fifteenth floor. Spandrels between fourteenth and fifteenth floors are terra cotta with chevron design.

East side above adjoining building has five vertical divisions. In each floor of floors three through fourteen are five rectangular-shaped windows with twelve lights. Outer bay windows have terra cotta keys and slip sills. Inner four bays have mosaic tile spandrels between each floor of floors three through fourteen. Crown at fourteenth level is terra cotta trim and zig-zag stepped pilasters. Spandrels between fourteenth and fifteenth floors have sunrise pattern.

West side has similar treatment as facade, however, there are only five bays. There is a two-story base of terra cotta trim. Four large display windows flank a two-story entryway. The entryway is framed with pilaster-like strips and interior walls have zig-zag decorative trim. Above first floor display windows are transoms adorned with finial-like cast iron trim. The entryway has one set of double metal doors with large lights. There are five second floor windows with

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nine lights. The five third floor windows have terra cotta surrounds and keys. Floors four through fourteen of west side have five rectangular-shaped windows in each floor. The windows have twelve lights in each. Inner three windows have mosaic tile spandrels from third to fourteenth floor. The remaining outer windows have terra cotta keys and slip sills. Crowning elements above fourteenth floor include stepped pilasters with zig-zag trim and terra cotta panels with sunrise and chevron decoration.

Rear elevation (north side) has a 11'x31' projection (enclosed stairwell shaft). Vertical division near northwest corner has one rectangular-shaped window with nine lights on each floor. The projection has vertical band of rectangular-shaped windows with twelve lights. The eastern half of rear wall has band of four rectangular-shaped windows with twelve lights on each floor up to the fourteenth level. There are two windows in fifteenth floor with twelve lights. All windows in the rear wall have terra cotta keys and slip sills. Crowning elements of rear are modest compared to the other sides. There are terra cotta panels along the parapet and terra cotta decoration at corners.

Some of the original windows and doors have been replaced, however, the overall integrity of the building has been preserved.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1931-1935 **Builder/Architect** McMillan & Shelton Const. Comp.

Statement of Significance (in one paragraph)

The Broadway Tower is both historically and architecturally significant because: (1) built during the period of 1928 to 1931 it is one of the most important remaining commercial buildings that housed a variety of service-oriented functions for Enid, the largest city and regional center for northwest Oklahoma, (2) the Broadway Tower provides the best example of Art Deco architecture as applied to tall commercial buildings still intact in Enid and is the only one remaining which has not been significantly altered. (3) the Broadway Tower served as the Garfield County Courthouse from 1932 to 1936 as the result of a fire which totally destroyed the Courthouse. Many actions significant to all of northwest Oklahoma were conducted in the Office Building during this period.

Established when the Cherokee Outlet was opened for settlement in 1893, an estimated 15,000 people arrived at the Enid townsite within six hours after the Land Run began. Enid had been platted prior to the Run of 1893 and had been officially designated as a site for the United States Government Land Office and County Seat of O County in Oklahoma Territory. Space was set aside for the construction of a County Courthouse and the business district quickly developed around that square piece of land.

Enid's emergence as a regional center for northwest Oklahoma did not occur until the early decades of the twentieth Century because of several factors: (1) it eventually became the principal agricultural center for the rich wheat-growing region and cattle industry of northwest Oklahoma, (2) it became the primary railroad mode for the northwestern quadrant of the state, and (3) petroleum was discovered in the nearby Garber Field in 1916. Enid was and still is one of the largest storing, processing, and marketing points for wheat not only for Oklahoma, but for the entire nation. Only Minneapolis and Kansas City exceed Enid in terms of storage capacity. This "elevator city" has facilities for storing millions of bushels of wheat. Three major railroads, Rock Island, Frisco, and Santa Fe, had at one time lines running in ten different directions out of Enid. Finally, when petroleum was discovered in 1916 near Enid, the city became a production, refining, and marketing center for oil and gas as exemplified by the fact that Champlin Petroleum Company, one of Oklahoma's largest, made Enid its headquarters.

All of these petroleum, agricultural, and transportation facilities and activities brought increased growth to Enid. From 1910 to present the city has experienced a population increase each decade with the greatest growth occurring in the 1920's following the discovery of petroleum in the area. As a result of the petroleum boom the Enid City Council determined there was a shortage of office space and lodging

9. Major Bibliographical References

Garfield County, Oklahoma 1893-1982. Enid, OK: Garfield Co. Hist. Soc. 1982
Morris, John W. (ed) Cities of Oklahoma. Oklahoma City: Oklahoma Hist. Soc., 1979

10. Geographical Data

Acreage of nominated property Less than one acre

Quadrangle name Enid West, OK

Quadrangle scale 1:24000

UTM References

A

1	1	4
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6	0	0	6	8	5
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4	0	2	8	3	4	5
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Verbal boundary description and justification

Block 9, Lots 23, 24, & 25, Enid Original Townsite

List all states and counties for properties overlapping state or county boundaries

state NA code county code

state code county code

11. Form Prepared By

name/title Robert B. Berry, Managing Partner

organization Tower Investment CO

date July 10, 1984

street & number P.O. Box 1069, 205 E. Maine telephone (405) 234-6031 237-1373

city or town Enid

state Oklahoma 73702

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

C. E. Petal

10/2/85

title

date

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I hereby certify that this property is included in the National Register

William B. Bushong

date 11/14/85

Keeper of the National Register

Attest:

date

Chief of Registration

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facilities for visiting agricultural businessmen and petroleum-related companies.

Three highrise commercial buildings, one being the Broadway Tower, were constructed during the period when Enid was experiencing tremendous growth and they provided a partial solution to the increased need for office space not only for the petroleum-oriented companies, but also offices for professionals such as attorneys, physicians, and dentists. Furthermore, the City's development as a major urban center and regional mode for northwest Oklahoma stimulated a demand for logging facilities to house visiting businessmen in petroleum, agriculture, and personnel involved in the railroad companies.

Constructed in 1931 by McMillen & Shelton Construction Company from design by George E.V. Blumenauer of Enid and Layton, Hicks and Forsythe of Oklahoma City. The Broadway Tower was the last in the series of three highrise commercial buildings designed to solve Enid's growing need for office space. The building was constructed for the Broadway Development Company who included: A. Herzberg, A.E. Stephenson, M.J. Newman, A.J. Mahoney, A. Meier, C.B. Longcor, C.E. Loomis, Walter L. Stephenson, M. Godschalk, Harry O. Glasser, and W.L. Stephenson. The Broadway Tower was purchased in 1943 by Mr. Garrison Munger, Sr. and the Munger family continued to own and operate the facility until 1981. The Broadway Tower is the only one of the three highrises retaining integrity.

At fourteen stories, this is the tallest of only three highrise buildings in Enid. It illustrates the formula of for the era tall commercial building: a base, a shaft housing identical floors of offices and an elaborate crown of exquisite decoration. Typical of the Art Deco vocabulary, the building features set-back in walls as a design element, stepped facads and upper stories, strips of windows with decorated spandrels, straight-headed unadorned windows, iron grille-work, and extensive terra cotta ornamentation of sunrise and floriated patterns especially at the base and upper story levels.

The Art Deco building features stylized openings of zig-zag decorative bands, cast iron finial-like ornamentation, and extensive terra cotta moldings. Crowning elements include terra cotta trim of sunrise pattern, dentil-like ornaments, and zig-zag stepped pilasters. Spandrels at upper levels feature chevron design and at lower levels are a mosaic tile. The Broadway Tower has served the commercial district of Enid since 1931 and remains an integral part of the commercial infra-structure of the city.

The Broadway Tower is the only highrise structure representing the tremendous growth period for the Enid economy that retains its integrity. Also it is the best remaining example of Art Deco architecture in the City of Enid.