

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY

RECEIVED AUG 1 1979
DATE ENTERED OCT 4 1979

**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM**

SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC Magnolia Petroleum Building

AND/OR COMMON

2 LOCATION

STREET & NUMBER

722 North Broadway St.

NOT FOR PUBLICATION

CITY, TOWN

Oklahoma City

VICINITY OF

5th

CONGRESSIONAL DISTRICT

STATE

Oklahoma

CODE

40

COUNTY

Oklahoma

CODE

109

3 CLASSIFICATION

CATEGORY

DISTRICT
 BUILDING(S)
 STRUCTURE
 SITE
 OBJECT

OWNERSHIP

PUBLIC
 PRIVATE
 BOTH
PUBLIC ACQUISITION
 IN PROCESS
 BEING CONSIDERED

STATUS

OCCUPIED
 UNOCCUPIED
 WORK IN PROGRESS
ACCESSIBLE
 YES: RESTRICTED
 YES: UNRESTRICTED
 NO

PRESENT USE

AGRICULTURE MUSEUM
 COMMERCIAL PARK
 EDUCATIONAL PRIVATE RESIDENCE
 ENTERTAINMENT RELIGIOUS
 GOVERNMENT SCIENTIFIC
 INDUSTRIAL TRANSPORTATION
 MILITARY OTHER:

4 OWNER OF PROPERTY

NAME

R. H. Riddle Company

STREET & NUMBER

1737 Northwest 5th Street P. O. Box 60850

CITY, TOWN

Oklahoma City

VICINITY OF

STATE

Oklahoma

5 LOCATION OF LEGAL DESCRIPTIONCOURTHOUSE,
REGISTRY OF DEEDS, ETC.

Oklahoma County Courthouse

STREET & NUMBER

321 Park Avenue

CITY, TOWN

Oklahoma City

STATE

Oklahoma

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

Oklahoma Office of Historic Preservation Site Inventory

DATE

January 1, 1979

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR
SURVEY RECORDS

CITY, TOWN

STATE

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input 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 checked="" type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Magnolia Petroleum Building is a five-story brick structure. Built with reinforced concrete in 1919, the building's architectural style is Sullivanesque. This style, which flourished from 1890 to 1920, is seen in the limestone projecting eave, the simulated torches arranged symmetrically, the vertically aligned windows, the columns and pilasters, and the regimented levels separated by distinct bands of ornamental limestone, translucent glass blocks, ornamental windows, and metal spandrels.

The veneer on the north and west sides is a blonde-colored brick; the cornice ornamentation and arches are limestone. The east side veneer is a darker colored brick, which is partially hidden by a metal fire escape. The south side is covered with stucco. Ringing the north and west sides are embossed words and numbers. Formed from the limestone, the words are "MAGNOLIA PETROLEUM COMPANY," "MAGNOLIA PETROLEUM CO," " 1919," "BDWY," and "7TH ST."

The building's interior is in poor condition. The first level, which from 1919 to 1960 served as a drive-through service station, is now used only for storage. The walls and ceiling of the first level are in deteriorated condition, with some structural damage. The walls of the enclosed service station, which were added during the late 1930s, are also in poor condition. On the east end of the first level is an enclosed entryway to the upper levels. The tempered glass, aluminum-jambs, and metal panels were added in 1961. The wooden and metal stair banister in the entryway is original. The elevator, which was originally in the building, was replaced in 1961.

At the top of the stair-well is the mezzanine, which originally served as office space. It is in good condition. The upper four levels consist of long and narrow hallways, small offices, and outdated bathrooms. Most walls, floors, and ceilings have deteriorated due to vandalism, pigeons, and the elements.

Continued on sheet 1.

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The roof is flat-prepared, and seems to be in fair condition. Dominating the roof is a 50-foot metal sign which was added during the early 1960s. It is only bolted to the roof, and therefore is a safety hazard as well as an eyesore. The general appearance of the building is poor. Through disuse during the past fifteen or more years, most of the windows have been broken out, the wooden sashes have deteriorated, and the limestone ornamentation and arches have been discolored or defaced.

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/HUMANITARIAN	
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER	
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION	
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)	
		<input type="checkbox"/> INVENTION			

SPECIFIC DATES 1919 to 1979 BUILDER/ARCHITECT Hawk and Parr Architects

STATEMENT OF SIGNIFICANCE

The Magnolia Petroleum Building in Oklahoma City is significant historically, architecturally, and environmentally. Historically, the five-story building represents the legacy of a now defunct oil company which once operated one of the most extensive pipe-line systems in the region. Architecturally, the Sullivanesque styling of the ornate building makes it a survivor of a past era. Also, the Magnolia Petroleum Building is one of the earliest and longest surviving structures designed by the Hawk-Parr architectural firm, one of the two outstanding firms designing buildings in Oklahoma from 1915 to 1935. Environmentally, the survival and renovation of the structure will enhance old "automobile alley" on North Broadway, a district which has been deteriorating since World War II.

Incorporated in 1911, the Magnolia Petroleum Company acquired oil field properties and operations in Texas. Concentrating on refining and pipe-lines, the company expanded into North Texas and Oklahoma during the 1910s. In 1911 and 1912, Magnolia built a pipe-line from Electra, Texas, to Beaumont, Texas, at a cost of \$2,500,000. By 1913 the company was carrying approximately 2,500,000 barrels of crude per year out of North Texas alone.

In November of 1913, Magnolia entered Oklahoma after the opening of the Cushing oil field. Still concentrating on refining and marketing, the company launched an ambitious plan for a pipe-line from Cushing, Oklahoma, to its refineries in Texas. The pipe-line also was extended to the Healdton oil field in southern Oklahoma. By 1919 the firm's refinery capacity amounted to 47,000 barrels per day, approximately five to six percent of the total Mid-Continent production.

Continued on sheet 2-

9 MAJOR BIBLIOGRAPHICAL REFERENCES

Williamson, Harold. The American Petroleum Industry. (2 vols.

Rvsnston, Illinois: Northwestern University Press, 1963).

Daily Oklahoman. November 5, 1913, p. 4.

Interviews with several employees of Mobil Oil Corp. in Denver, Colorado.

Interview with Mr. James Parr, Oklahoma City, son of J. O. Parr.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY circa 1 acre

QUADRANGLE NAME Oklahoma City Quadrangle

QUADRANGLE SCALE 1:24,000

UTM REFERENCES

A 1, 4 6, 3, 4 8, 5, 0 3, 9 2, 6 5, 1, 5

B

ZONE EASTING NORTHING

ZONE EASTING NORTHING

C

D

E

F

G

H

VERBAL BOUNDARY DESCRIPTION

Beginning at a point 12 feet northwest of the northwest corner of the building, proceed east 160 feet along the edge of the sidewalk to a point 10 feet beyond the northeast corner of the building. Then proceed south along the (cont.)

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE CODE COUNTY CODE

STATE CODE COUNTY CODE

11 FORM PREPARED BY

NAME / TITLE

Bob L. Blackburn, Executive Vice President

ORGANIZATION

History Research and Consulting Co.

DATE

April 18, 1979

STREET & NUMBER

435 N.W. 19th

TELEPHONE

405-524-5492

CITY OR TOWN

Oklahoma City

STATE

Oklahoma

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

TITLE

DATE

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

DATE

ATTEST:

DATE

KEEPER OF THE NATIONAL REGISTER

CHIEF OF REGISTRATION

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The expanded operations in Oklahoma prompted Magnolia officials in Galveston, Texas, to open a divisional office in the sooner state. Directors John E. Sealy, E. R. Brown, R. Waverly Smith, E. E. Plumly, and George C. Greer chose Oklahoma City as a central location between the major oil fields. To design their building, the company hired the Hawk-Parr architectural firm in Oklahoma City. J. W. Hawk, an Oklahoma City architect since 1905, had been the partner of celebrated designer Sol Layton. Hawk's partner in 1919, J. O. Parr, had arrived in Oklahoma City in 1909 after being trained at the Armour Institute in Chicago.

This architectural team established a notable reputation in the region designing such famous structures as the Scottish Rite Hall in Guthrie, the Oklahoma City Municipal Auditorium, the Biltmore Hotel, the Commerce-Exchange Building, and the Harbour-Longmire Building. In 1919, unlike these other structures, Hawk and Parr chose Sullivanesque styling for the Magnolia Petroleum Building, perhaps because Parr had been trained in Chicago, home of Louis Sullivan. The plans for the building included pilaster-like mullions on the corners, vertical strips of windows, projecting eaves, regimented levels, and embellished cornice. This proved to be one of the last structures in Oklahoma City using Sullivanesque features, for that style's predominance spanned the years from 1890 to 1920

Construction of the five-story building began in March of 1919; it was finished the next fall at a cost of \$150,000. The building was multi-purpose. On the ground level open arches allowed for the ingress and egress of automobiles, for Magnolia installed retail gas pumps and a small enclosed structure for attendants. This was the largest of seven Magnolia service stations in Oklahoma City. At the top of an ornate entryway was a mezzanine, which from 1919 to 1925 housed the offices of Hawk-Parr. The upper levels were used by the Magnolia Petroleum Company for land office records, the legal department, an office for exploration and
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an accounting office.

The successful design of this building prompted plans for a similar but larger office and retail gas complex in Dallas, Texas. With an investment of \$200,000, the Magnolia Petroleum Company opened one of the nation's largest service stations yet constructed. (This building was admitted to the National Register in 1978). Such expansion, with the prosperity of the oil industry during the 1920s, fostered a period of growth for Magnolia. As a result, in 1925 New York Standard Petroleum Company purchased Magnolia. Known today as Mobile Oil Corporation, New York Standard continued using the building in Oklahoma City until 1960, when it was sold to a group of investors. Mobile operations vacated the structure the next year.

Since 1925 the building has suffered various alterations. During the 1930s or early 1940s the owners added a larger filling station to the first level. The rooms, which did not extend to the ceiling, fronted the south wall. During the 1950s, a more serious debasement of the structure occurred when an advertising company constructed a 50-foot sign on the roof. Flashing the time and temperature, the metal structure has since overshadowed the architectural design of the building. Then, in the early 1960s the owners of the building enclosed the open arches with inexpensive cinder-blocks. They also removed original copper panels from above the entryway and installed aluminum panels, tempered glass doors, and display windows. These alterations further destroyed the original design.

Despite these so-called "modernizations," the building could not attract sufficient tenants by the mid-1960s. The unused upper floors began deteriorating, while the lower level was used only for storage. Today, the building stands as a hollow giant, windows broken, walls deteriorated, and the original design hidden.

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The Magnolia Petroleum Building should be preserved, for renovation is possible. If renovated, the structure again will represent a vanishing architectural style as well as preserve the physical remnant of one of the region's most significant oil companies. Also, the renovation of the building will preserve one of the earliest examples of design by the Hawk-Parr architectural firm. Just as importantly, the preservation and renovation of this structure will improve the human environment of a section of Oklahoma City which has been declining since the 1940s. The old "automobile alley" along North Broadway is a heavily travelled avenue; today, it is only a shell of its former development. A renovated Magnolia Petroleum Building would serve as a catalyst for redevelopment.

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middle of the alley 60 feet to a point 10 feet east of the building's southeast corner. Then proceed 160 feet along the southern side of the building, which abuts the building to the south, to a point 10 feet west of the building's southwest corner. At this point, which is on the edge of the curb, turn north and proceed 60 feet to the point of departure.