

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY

RECEIVED APR 25 1978

DATE ENTERED SEP 18 1978

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

The Oklahoma Publishing Co. Building

AND/OR COMMON

The Oklahoman Building

2 LOCATION

STREET & NUMBER

500 No. Broadway

---NOT FOR PUBLICATION

CITY, TOWN

CONGRESSIONAL DISTRICT

Oklahoma City

--- VICINITY OF

Oklahoma Fifth District

STATE

CODE

COUNTY

CODE

Oklahoma

73125

Oklahoma County

109

3 CLASSIFICATION

CATEGORY

OWNERSHIP

STATUS

PRESENT USE

---DISTRICT

---PUBLIC

OCCUPIED

---AGRICULTURE

---MUSEUM

BUILDING(S)

PRIVATE

---UNOCCUPIED

COMMERCIAL

---PARK

---STRUCTURE

---BOTH

---WORK IN PROGRESS

---EDUCATIONAL

---PRIVATE RESIDENCE

---SITE

PUBLIC ACQUISITION

ACCESSIBLE

---ENTERTAINMENT

---RELIGIOUS

---OBJECT

---IN PROCESS

---YES: RESTRICTED

---GOVERNMENT

---SCIENTIFIC

---BEING CONSIDERED

YES: UNRESTRICTED

---INDUSTRIAL

---TRANSPORTATION

---NO

---MILITARY

---OTHER:

4 OWNER OF PROPERTY

NAME

The Oklahoma Publishing Co.

STREET & NUMBER

500 N. Broadway P.O. Box 25125 Zip-73125

CITY, TOWN

STATE

Oklahoma City

--- VICINITY OF

Oklahoma

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,

REGISTRY OF DEEDS, ETC.

Register of Deeds, Oklahoma County Office Building

STREET & NUMBER

320 Robert S. Kerr Ave.

CITY, TOWN

STATE

Oklahoma City, Okla. 73102

Oklahoma

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

Oklahoma Comprehensive Survey

DATE

1976

---FEDERAL STATE ---COUNTY ---LOCAL

DEPOSITORY FOR

SURVEY RECORDS Office of State Preservation Officer

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
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		DATE _____

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Oklahoman is a five-story office building with a full basement. It is faced with Batesville marble, quarried in Arkansas, a stone similar to limestone. Constructed in 1909, it was designed with support piers for the addition of more stories at a later date. These were never added; instead, five more buildings were constructed on adjacent sites. The building appearance is much the same as in 1909, with exception of the windows. Original glass, mullions and frames were removed and replaced by plate glass sheets about five years ago. The exterior has not changed otherwise. The facade has been kept clean and the entire building in good repair. Interior has been changed and renovated extensively as production departments and newsroom have moved to later buildings.

The building is classical in style, with composite capitals topping columns which extend the full height of the building, on the two street sides, N.W. 4 and Broadway. Federal eagles center the capitals, facing to either side. An entablature extends from fourth to fifth floors, with a tall frieze between cornice and architrave. The frieze is terra cotta, each section of which is centered with an oval light fixture.

The light covers are stained and leaded glass. The columns are flat and fluted and extend through the roof to become dividers for a balustrade around the top. Typical ornamentation on the cornice is egg and dart and dental.

Copper spandrels extend horizontally from column to column at each floor level. No two are alike; each has a different geometric pattern. A pair of cluster light fixtures at the main (NW4 side) entrance are typical of the early 1900s and have been carefully preserved. Posts and lintels frame two front (Broadway) entrances. A clock centers one; a star design with the name and year of construction, the other. Construction was reinforced concrete, and the building is one of the earliest (if not the first) of such construction in Oklahoma City. There is no attic, but between the upper floor and roof is a cinderblock fill three feet thick for insulation, and an additional 8-inch air space.

A photographic record of the construction has been preserved, and the working blueprints are on file in the company engineering department.

Attached are photographs of the building as it appears now and has in the past, and of the building detail

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 type="checkbox"/> COMMERCE | <input type="checkbox"/> EXPLORATION/SETTLEMENT | <input type="checkbox"/> PHILOSOPHY | <input type="checkbox"/> TRANSPORTATION |
| <input checked="" type="checkbox"/> 1900-present | <input checked="" type="checkbox"/> COMMUNICATIONS | <input type="checkbox"/> INDUSTRY | <input type="checkbox"/> POLITICS/GOVERNMENT | <input type="checkbox"/> OTHER (SPECIFY) |
| | | <input type="checkbox"/> INVENTION | | |

(of St. Louis, Mo.)

SPECIFIC DATES 1-17-1909
to 10-1-1909

BUILDER/ARCHITECT Westlake Construction Co.
Solomon Andrew Layton, AIA

STATEMENT OF SIGNIFICANCE

The Daily Oklahoman was established in 1894, only five years after the landrun of April 22, 1889, opened a portion of central Oklahoma to homestead settlement, creating Oklahoma City. It met with indifferent success until 1903, when new owners bought the newspaper and formed The Oklahoma Publishing Co. One was Edward King Gaylord, then 29, who became president of the company and publisher of its newspapers in 1918. (The Oklahoma City Times was bought by the firm in 1915.) Gaylord continued in that capacity until his death in 1974 at the age of 101. The publication was described by the young Gaylord as "terribly inadequate," and he set about transforming it. By October, 1903, the new company had a new two-story building, had contracted for Associated Press wire service and had installed new presses and other modern equipment. Its reputation for enterprise was established early, in February, 1904. Tension had been building between Russia and Japan and caused Gaylord to be apprehensive. Playing a hunch, he hired an AP telegrapher to remain on duty on a Sunday, although the Oklahoman then did not publish on Monday. That day, Feb. 8, Japan recalled its ambassador to Russia and prepared to attack the Russian fleet. A second major news story happened at the same time when fire broke out on the Baltimore water front. Before the night was over, much of the city was ashes, the loss estimated at \$125 million. The Oklahoman extra was the only one printed between Kansas City and Dallas, and was sold in four states. Rapid expansion brought construction of The Oklahoman Building in 1909. Five other buildings were added in later years. Edward L. Gaylord succeeded his father as president and publisher in May, 1974.

The company bought the bankrupt Oklahoma City Times in 1915; established The Farmer Stockman in 1911, now the leading rural publication in the southwest, with separate publications in Oklahoma, Texas and Kansas. Mistletoe Express Service, a wholly-owned subsidiary, was formed in 1931 to deliver the papers, but grew to a major interstate shipping operation. In 1935, the papers were among 14 charter subscribers to newly-developed AP Wirephoto. In 1921,

(cont'd.)

9 MAJOR BIBLIOGRAPHICAL REFERENCES

Oklahoma: History of Five Centuries by A.M. Gibson, Harlow Press, 1965.
 Fifty Years of Progress (E.K. Gaylord Biography), The Daily Oklahoman,
 March 1, 1953 (copy attached)
 Other news stories and histories from The Oklahoman and Times Library
 clip files.

75th Anniversary Section, special tabloid to be published by The Sunday

10 GEOGRAPHICAL DATA

Oklahoman, March 5, 1978

ACREAGE OF NOMINATED PROPERTY less than one acre

QUADRANGLE NAME _____

QUADRANGLE SCALE _____

UTM REFERENCES

A 14 634840 3926200

B _____

C _____

D _____

E _____

F _____

G _____

H _____

VERBAL BOUNDARY DESCRIPTION

Lots 1 & 2, Block 11, Original Plat, Oklahoma City.

(see phone report)

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

STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME / TITLE

Mary Jo Nelson Staff Writer

2-10-78

ORGANIZATION

The Sunday Oklahoman

STREET & NUMBER

500 N. Broadway

TELEPHONE

405-232-3311 Ext. 305

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

Harry L. Dwyer M.D.

DATE

4-20-78

FOR NPS USE ONLY

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

ATTEST

R. B. Rettig

KEEPER OF THE NATIONAL REGISTER

DATE

9/18/78

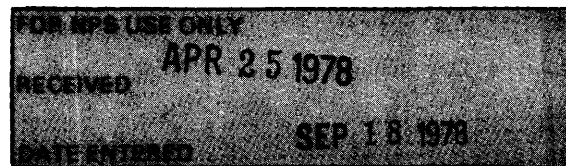
William B. Bouch
CHIEF OF REGISTRATION

DATE

Sept 14, 1978

UNITED STATES DEPARTMENT OF THE INTERIOR
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CONTINUATION SHEET Oklahoman Bldg IJEM NUMBER 8 PAGE 2

the company bought WKY, first radio station west of the Mississippi River. In 1949, WKY-TV became the first television station in Oklahoma, and in 1954, was the first independently-owned television station in the United States to broadcast in color. In recent years, broadcast interests have expanded under a subsidiary, Gaylord Broadcasting Corp., which now owns seven television stations and three radio stations extending from Florida to the Pacific Northwest, from the Mexico border to the Great Lakes.

The company has expanded into offset printing, with acquisition of Oklahoma Graphics, which produces 400 million slick, color publications for clients throughout the U.S. each year, and into packaging with National Packaging, which converts plastics and cellophane to food bags, producing multiple millions annually. A company division is Publishers Petroleum, an independent oil and gas exploration operation with 150 producing wells in four states. In 1977, the company bought The Colorado Sun, and is constructing a new building and buying all new equipment as it upgrades news content.

From the beginning, the company's newspapers have pioneered technological advances in publishing and have held several patents for a variety of inventions. A major breakthrough came in 1961, with development of the first computer to justify lines of type. The newspapers' accounting and production personnel perfected the method, working with International Business Machines.

The newspapers have sponsored numerous reforms, civic improvements and conducted repeated exposes. Its staffs have won many national awards, and the papers have been ranked among the nation's outstanding dailies in Ayer competition, many times.

Supplemental materials attached.