

**United States Department of the Interior  
Heritage Conservation and Recreation Service**

**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 Heierding Building

and/or common Heierding Brothers Meat Market

**2. Location**

street & number 35 Harrison Avenue N/A not for publication

city, town Oklahoma City N/A vicinity of congressional district No. 5

state Oklahoma code 40 county Oklahoma code 109

**3. Classification**

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

**4. Owner of Property**

name Paseo Village (a partnership)

street & number 6403 NW Grand Blvd.

city, town Oklahoma City N/A vicinity of state Oklahoma 73116

**5. Location of Legal Description**

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

street & number Oklahoma County Courthouse

city, town Oklahoma City state Oklahoma

**6. Representation in Existing Surveys**

title Oklahoma Comprehensive Survey has this property been determined eligible?  yes  no

date 1981  federal  state  county  local

depository for survey records Preservation Office - Oklahoma Historical Society

city, town Oklahoma City state Oklahoma

## 7. Description

**Condition**

excellent

good

fair

deteriorated

ruins

unexposed

**Check one**

unaltered

altered

**Check one**

original site

moved

date \_\_\_\_\_

**Describe the present and original (if known) physical appearance**

The Heirding Building, erected in 1914 at a cost of \$12,000, is a two-story (plus full basement) brick triangle. Frontage on Harrison Avenue is approximately 74 feet, on 5th Street 97 feet. The connecting third elevation, right angled from Harrison, measures 61 feet. Main entrance to the ground floor is through the piece-of-pie wedge where the two streets meet at a 40 degree angle. Each of the three levels has roughly 2,260 feet of floor space.

For the first five years a barber occupied the southwest corner of the building, on Harrison. And a candy shop was located in the basemat. But expanding market and gourmet grocery needs soon required all of the building. The Heierding sausage operation remained in the basement until the market finally closed in 1960. The upper floor was divided into three apartments, reached by interior stairway off Harrison.

Aside from its shape, the building is distinguished only by the rather lavish use of white stone for ornamentation. Contrasting sharply with the red bricks, it dances across the two street elevations, dividing building sections, delineating upstairs windows, highlighting regularly spaced decorative panels in the facade above the windows. Each panel, slightly recessed, features an attractive herringbone course, framed by a stretcher and then a header course of brick. Stone, of course, also crowns the cornices. Though somewhat dilapidated in appearance, the building was still sound and in relatively good condition when restoration was begun.

# 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 type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input checked="" 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)

<b>Specific dates</b> 1914-1969	<b>Builder/Architect</b> Architect - unknown Builder - Ben Dancy
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**Statement of Significance (in one paragraph)**

For more than a half-century Heierding Brothers Meat Market was perhaps Oklahoma City's best known provider of fine meats and quality specialty foods. But the market is significant in other areas as well. For one thing, its success as a commercial venture is yet another validation of the American dream that saw countless poor immigrants climb the social ladder through determination, hard work ... and integrity. For another, the market demonstrated an unflinching social conscience.

Perhaps in part because of his own humble background, Founder August Heierding always felt an obligation to assist those less fortunate than himself. This feeling expressed itself most noticeably during the trying depression years of the 1930s. Then Heierding's helped to feed as many as 150 needy a day. At the same time, of course, the market was meeting the needs of some of the capital city's "best" families (most of whom lived within walking, or easy street car riding, distance), finest eating establishments (Anna Maude's Cafeteria is still a downtown Oklahoma City landmark), and largest, most important institutions (St. Anthony's Hospital).

Of interest - and at least peripheral significance: Heierding's was also progressive and innovative. The market is believed to have been the first commercial structure in Oklahoma City to install refrigerated air-conditioning.

\*

August Heierding was born in Germany in 1880, to a family of meat-cutters. There, as an apprentice, he learned the trade before joining his brother Fred in Kansas in 1902. They came to Oklahoma and a few years later were in business ... across the street from the building being nominated. In the German tradition of determination, hard work, and frugality they saved their money until, in 1914, they were able to expand. They purchased the new site, for \$4,000, and contracted with Sheriff Ben Dancy to erect, for \$12,000, the Heierding Building.

The market opened in late 1914. For the first years the two-story building housed a barber in its southwest corner and a candy stop in the basement. The Heierding families occupied three apartments on the upper floor. The candy store was replaced by the Heierding sausage operation in 1919 and it remained below ground until the building was leased to a poultry distributor for

## 9. Major Bibliographical References

Heierding family records and scrap books.  
Financial records and books of account for the Heierding Market.  
Personal interview with Mr. Cevil A. Rahn, long-time general manager of Heierding Market, and Mrs. Rahn, daughter of August Heierding.

## 10. Geographical Data

Acreege of nominated property less than 1 acre

Quadrangle name Oklahoma City, OK

Quadrangle scale 7.5 minute

UMT References

A 1 4 6 3 5 1 1 2 3 9 2 6 2 7 2  
Zone Easting Northing

B                          
Zone Easting Northing

C                        

D                        

E                        

F                        

G                        

H                        

Verbal boundary description and justification

Lots 1, 2, 3, and 4 feet of NW side of Lot 4, Block 46, Maywood Addition, Oklahoma City, OK.

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 Kent Ruth - Deputy - with Jeramy McReynolds

organization Oklahoma Historical Society

date June 1981

street & number Historical Building

telephone 405/884-5456

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 Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature

*C. M. Metcalf* 1-25-82

title

date:

For HCERS use only

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

*William H. Brown*

date 3-10-82

Keeper of the National Register

Attest:

date

Chief of Registration

United States Department of the Interior  
Heritage Conservation and Recreation Service

National Register of Historic Places  
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Continuation sheet

Item number 8

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Heierding Building

its freezer capacity. The expansive meat counters at ground level were flanked by shelves of groceries and specialty and gourmet items.

Heierding's was located between downtown and the Capitol area. Many of the city's leading figures - Robert S. Kerr, governor and later Senator, George Shirk and Allen Street, both mayors - came into the market regularly, as customers and as friends of the Heierdings. So did many others, from all walks of life. A well, dug expressly for Heierding's use, had an outlet on the building's northwest corner for public use to all comers as well. During the worst years of the depression lines of the needy formed each morning for soup bones, meat scraps, and other handouts. At his funeral in 1938 Heierding was eulogized as a man "who never turned the needy away."

The market flourished until 1938. Four principals were involved in the venture from the beginning - a third brother, Henry, and George Geyer (who ran the market), in addition to August and Fred. But August was the leader. And his death created multiple ownership problems. Then, too, there was World War II to complicate matters - food shortages, rationing, price controls. And socio-economic changes that saw a burgeoning capital city expanding in all directions at the expense of the once fashionable downtown area. But the market held on, sustained in part by the loyalty of its long-time patrons, until 1960, when it closed its doors for the last time. Its meat coolers were used until 1969. Since then the building has been boarded up.

\*

Interesting, if not necessarily significant, is the Heierding building's pie-wedge shape, designed to fill the sharp tip of land at the intersection of Harrison and Northeast Fifth, one of the city's busiest, when it was built. And eye-catching is the lavish use of white stone ornamentation on the red brick structure's second story street facades. Although neglect and vandalism have taken their toll the past ten years, this ornamentation is untouched and the building itself remains sound. Complete restoration is now under way. A floral company will occupy the ground floor, and take advantage once again of the Heierding refrigeration facilities. The upper floor will be converted into offices.