

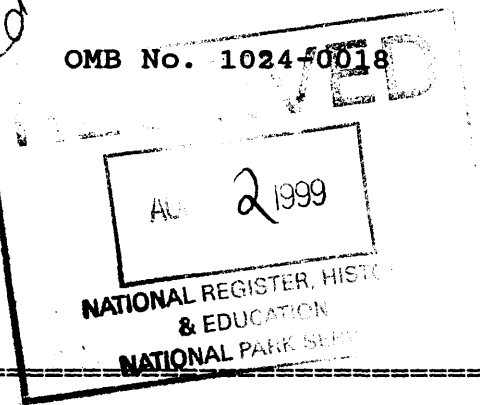
NPS Form 10-900  
(Rev. 10-90)

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

*1086  
Sub Request  
Requested*

OMB No. 1024-0018



1. Name of Property I.W.W. Beck Building

historic name I.W.W. Beck Building

other names/site number N/A

2. Location

street & number 146 W. Cooweescoowee Ave. not for publication N/A

city or town Oologah vicinity N/A

state Oklahoma code OK county Rogers code 131

zip code 74053

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this XX 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 XX meets      does not meet the National Register Criteria. I recommend that this property be considered significant      nationally      statewide XX locally. ( N/A See continuation sheet for additional comments.)

Blake Ward 7-26-99  
Signature of certifying official Date

Oklahoma Historical Society, SHPO  
State or Federal agency and bureau

In my opinion, the property      meets      does not meet the National Register criteria. (      See continuation sheet for additional comments.)

\_\_\_\_\_  
Signature of commenting or other official Date

\_\_\_\_\_  
State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

- entered in the National Register      Bell Poland 9/10/99  
         See continuation sheet.
- determined eligible for the National Register       
         See continuation sheet.
- determined not eligible for the National Register
- removed from the National Register
- other (explain):

\_\_\_\_\_  
Signature of Keeper Date of Action

=====

5. Classification

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Ownership of Property (Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property (Check only one box)

- building
- district
- site
- structure
- object

Number of Resources within Property

Contributing	Noncontributing	
<u>  1  </u>	<u>  0  </u>	buildings
<u>  0  </u>	<u>  0  </u>	sites
<u>  0  </u>	<u>  0  </u>	structures
<u>  0  </u>	<u>  0  </u>	objects
<u>  1  </u>	<u>  0  </u>	Total

Number of contributing resources previously listed in the National Register   0  

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.)           N/A

=====

6. Function or Use

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Historic Functions (Enter categories from instructions)

Cat: Commerce/Trade Sub: department store

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Current Functions (Enter categories from instructions)

Cat: Commerce/Trade Sub: professional

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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7. Description

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Architectural Classification (Enter categories from instructions)

LATE 19TH AND 20TH CENTURY AMERICAN  
MOVEMENTS: Commercial

\_\_\_\_\_

Materials (Enter categories from instructions)

foundation Limestone

roof Asphalt

walls Limestone  
Metal

other \_\_\_\_\_

\_\_\_\_\_

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.)

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8. Statement of Significance

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Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations (Mark "X" in all the boxes that apply.)

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or a grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance (Enter categories from instructions)

Commerce  
Architecture  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Period of Significance 1907-c.1935  
\_\_\_\_\_  
\_\_\_\_\_

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8. Statement of Significance (Continued)  
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Significant Dates 1907  
\_\_\_\_\_  
\_\_\_\_\_

Significant Person (Complete if Criterion B is marked above)  
\_\_\_\_\_

Cultural Affiliation \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Architect/Builder \_\_\_\_\_  
\_\_\_\_\_

Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.)

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9. Major Bibliographical References  
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(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

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

\_\_\_ Other State agency

\_\_\_ Federal agency

\_\_\_ Local government

\_\_\_ University

\_\_\_ Other

Name of repository: \_\_\_\_\_

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10. Geographical Data  
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Acreage of Property Less than one acre

UTM References (Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing	Zone	Easting	Northing
1	<u>15</u>	<u>257220</u>	<u>4036760</u>	3	<u>    </u>	<u>    </u>
2	<u>N/A</u>	<u>See continuation sheet.</u>		4	<u>    </u>	<u>    </u>

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet.)

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11. Form Prepared By  
=====

name/title Janet Miller, Executive Director, edited by Jim Gabbert, Architectural Historian

organization Chamber of Commerce date 4-25-99

street & number 201 W. Cooweescoowee Ave. telephone (918) 443-2790

city or town Oologah state OK zip code 74053

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Additional Documentation  
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Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.  
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items (Check with the SHPO or FPO for any additional items)

=====  
Property Owner  
=====

(Complete this item at the request of the SHPO or FPO.)

name Frank and Wanda Sanders

street & number Rt. 1 Box 794 telephone \_\_\_\_\_

city or town Oologah state OK zip code 74053



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I.W.W. Beck Building  
name of property  
Rogers County, OK  
county and State

SUMMARY DESCRIPTION

The I.W.W. Beck Building was built in 1907 on the main commercial street of the town of Oologah. Rectangular in plan and one story in height, the I.W.W. Beck Building is constructed of native limestone and has a decorative pressed metal facade and cornice. The building retains its original storefront and display windows. A metal-walled storage shed has been added to the rear of the limestone building. The building maintains a high degree of integrity of location, materials, design, feeling, and association. The I.W.W. Beck Building is the best example of early twentieth century Commercial Style architecture in Oologah, and, with the National Register listed Oologah Bank, best represents the commercial evolution of the town.

DESCRIPTION

The I.W.W. Beck Building is a one story, limestone building with a pressed metal facade. It is twenty-six feet wide and eighty feet deep. The addition of a twenty-two foot deep storage shed brings the total depth of the building to one hundred two feet. The building faces south onto Cooweescoowee Avenue. The roof is flat, sloping gradually to the rear. The roof is topped with a tar and gravel coating. There are no gutters. The walls are constructed of roughly cut, regularly coursed, native limestone blocks. The east side wall is shared with the adjoining building; the west side wall is free-standing. There are no openings on either the east or west wall. On the facade, the limestone is exposed only at the sides of the building, giving the appearance of piers supporting pressed metal columns. The rear wall is hidden behind the metal-walled storage shed. In some places on the exposed western wall, the joints of the stone blocks have been recently pointed with a lighter colored cement mortar.

The face of the building, above the entry and displays, is sheathed in pressed metal stamped to resemble six courses of rough-faced stone with faux-tooled joints. The facade is capped with a metal cornice. A cyma recta crown mold tops a wide, denticulated frieze. Centered in raised letters the frieze reads "I.W.W.Beck" with raised oval motifs flanking. At the edges of the cornice are fluted blocks topped with half-round caps. Below the flutes are smaller raised ovals. The effect is that of resembling the capitals of columns supported on the exposed limestone piers.

The entry is centered and recessed with paired, narrow glazed paneled doors. The

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I.W.W. Beck Building  
name of property  
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DESCRIPTION cont'd

doors have three panels, with glass in the two upper panels and a raised wooden panel at the bottom. Each door has a brass kicker plate and brass hardware. Display windows measuring 2X6 feet flank the recessed entry in the reveal. Larger, paired display windows are symmetrically placed flanking the entry. The display windows are 4X6 feet in area. A band of smaller, fixed transom windows tops the entry and displays. These transom windows are 2X4 feet. The wooden casings and muntins are plain. Below the display windows, the base panels are vertical beadboard with a simple base molding.

ALTERATIONS/ADDITIONS

There have been some alterations to the exterior of the I.W.W. Beck Building. Most prominent is the addition in 1990 of a 26X22 foot metal storage shed on the rear of the building. Constructed of vertical aluminum siding, it has an offset overhead garage door and a centered metal security door. Air conditioning units occupy a concrete pad at the corner. The exposed portions of the original rear wall have also been covered with the aluminum sheathing. The addition is not visible from the street and has minor impact on the visual and historic integrity of the building.

The pressed metal facade has been repaired; parts of the stamped rough block sheathing had rusted through. The rusted areas were replaced with identical material salvaged from another building in 1995. A canvas awning covers the displays and entrance; it matches closely similar awnings depicted in historic photographs. The replacement of the facade material has had no impact on the visual integrity of the I.W.W. Beck Building and only minor impact on the historic integrity.

The interior spaces have been altered since the 1907 construction. In 1990, modern heating and air conditioning was added, as well as carpeting over the slab floor and new light fixtures. The interior does retain its original plaster walls and pressed tin ceiling. Changes to the interior have had no impact on the defining characteristics of the I.W.W. Beck Building.

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I.W.W. Beck Building

name of property

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STATEMENT OF SIGNIFICANCE

The I.W.W. Beck Building is eligible for the National Register of Historic Places under Criterion A as an excellent reminder of the commercial development of Oologah. The town of Oologah had its peak of growth in the first decade of the twentieth century, achieving its wealth as a shipping point and commercial center serving nearby coal mines. Built in 1907 and used as a general store until 1932, the I.W.W. Beck Building reflects the commercial growth of Oologah. The I.W.W. Beck building is an intact example of an early twentieth century, Commercial Style building with a pressed metal facade. As the best remaining example of this style, it is also eligible for the National Register under Criterion C, for its architectural significance to the downtown commercial center of Oologah.

BACKGROUND

Rogers County is located in northeastern Oklahoma. It was named in honor of Clem Rogers, an Oklahoma State Senator and the father of Will Rogers. Oologah is located in the west central portion of Rogers County. Originally spelled "Oolagah," the spelling was changed around 1890 with the coming of the railroad. The town was named after Houston Bengé, whose Cherokee name "Oo-log-gu-lah" means "Dark Cloud," by Cherokee statesman William P. Ross.<sup>1</sup>

Oologah served as a small trading and shipping center in its early years. Local farmers and ranchers shipped their goods, purchased supplies, and tended their social needs in the small town. The opening of coal mines just west of town in the last decade of the nineteenth century spurred growth in the town. A number of businesses opened to serve the swelling population.<sup>2</sup>

The first decade of the twentieth century saw Oologah reach its pinnacle of growth. The town supported a number of merchants, doctors, and tradesmen. The Oologah Hotel and the Oolagah Bank were locally important institutions. Oologah's growth began to slow in the second decade of the century. By the 1920's, growth had stagnated. The oil boom that led so many towns to prosperity barely affected Oologah. The Depression killed any growth that had occurred; the failure of the Oolagah Bank in 1932 was compounded by the death in 1935 of favorite son, Will Rogers. After the Second World War, the most notable event in the area was the construction of the dam on the Verdigris river creating Lake Oologah.<sup>3</sup>

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I.W.W. Beck Building  
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COMMERCIAL SIGNIFICANCE

The I.W.W. Beck Building best represents the commercial development of the town of Oologah. Opened in 1907 by Isaac W.W. Beck as a dry goods and general mercantile store, it remained an active part of the commercial life of the town for next twenty-five years. Throughout its existence, the I.W.W. Beck Building has maintained the integrity of its historic facade, making it the best visual link to Oologah's historic commercial peak.

Once partners in a grocery business, Isaac W.W. Beck split with Ervin Denny to open a dry goods store. He commissioned a single story building to be built on Cooweescoowee Avenue; a personalized, mail order cornice was affixed to the facade in time for its opening in 1907. When completed, the I.W.W. Beck Building was one of a dozen or so one story buildings that lined both sides of Cooweescoowee Avenue, Oologah's main commercial street; only a single two story, brick building disturbed the symmetry.

Beck opened his dry goods store in the first decade of the century and operated it during the span of time that Oologah reached its zenith of growth. Throughout this period, Beck did not succumb to the need to change or modernize. His was the last commercial building to install electricity; he thought the new service nothing more than a passing fad. Beck sold the building that bore his name in 1909, but continued in the general merchandise business in it. He continued to operate into the Depression, when, along with many other small merchants, he succumbed to the poor economy and closed his business. Even after Beck closed the doors on his retail career, the building that bore his name remained unscathed in the wave of change that swept through Oologah after the Depression.<sup>4</sup>

The I.W.W. Beck Building served the town as a furniture store for a number of years after World War II. It later housed a day-care center and currently contains the professional offices of a home health care facility. The building has retained its historic character, unlike the majority of Oologah's commercial buildings.

The I.W.W. Beck building is the best example of early twentieth century commercial architecture that has survived the post-World War Two years in Oologah. It provides a visual link to the early history of the town. The only other building in Oologah that has a pressed metal facade adjoins the I.W.W. Beck Building to the east; it has been greatly altered, destroying much of its historic fabric. Many

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COMMERCIAL SIGNIFICANCE, cont'd

other buildings have been significantly altered or razed, destroying the historic links with the town's commercial peak. Infill construction has maintained the streetscape, though. A single-story brick post office building with a parapet wall facade was constructed next door to the I.W.W. Beck Building in 1997.

The Oologah Bank Building, listed in the National Register in 1982, best represents the financial history of the town. The bank provided financial services to the citizens and merchants of Oologah throughout its heyday; its failure coincided with the decline of the town. The I.W.W. Beck Building is the best extant representative of the commercial history of the town. This small building with its pressed metal facade has survived intact, weathering the changes that altered the face of many of Oologah's historic buildings. The I.W.W. Beck Building remains as the town's best link to its historic commercial past.

ARCHITECTURAL SIGNIFICANCE

The I.W.W. Beck Building is an excellent example of early twentieth century Commercial Style architecture featuring a pressed metal facade. The simple, recessed entry flanked by large display windows is typical of Commercial Style buildings. The pressed metal sheathing and denticulated cornice set the I.W.W. Beck Building apart from others on Cooweescoowee Avenue, the main commercial street of Oologah.

There are only two extant buildings in the commercial district of Oologah that have pressed metal facades. The I.W.W. Beck Building is the best example; the other building with a pressed metal facade abuts the I.W.W. Beck Building to the east, sharing a common limestone wall. New display windows, entries, and brick infill on the storefronts of this building have greatly altered its appearance, destroying the historic integrity of the facade.

Other buildings that line Cooweescoowee Avenue show a variety of building materials. The McClary Building is a two-story stone and brick building that is at the eastern end of the block. Sandblasted brick and new windows detract from the integrity of this building. Immediately to the west of the I.W.W. Beck Building, a new Post Office was completed in 1997. A one story brick building, it is sympathetic to the streetscape, matching the cornice line with its historic

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ARCHITECTURAL SIGNIFICANCE, cont'd

neighbor. On the next block west stand a handful of other commercial buildings. On the north side, a wooden false-front building houses the Oologah Chamber of Commerce and the Historical Society; exhibit space is housed in a large addition on the rear. This building was moved to its present site. Next to it, a long, low, brick Commercial Style building constructed in 1907 has had minor alterations to its entry and display windows. Its plain facade and simple cornice distinguish it from the I.W.W. Beck Building's decorative facade. Across the street, the Oologah Bank stands on the corner next to two frame buildings now clad in vinyl siding.

The I.W.W. Beck Building stands as the best example of the use of decorative ornamentation on a simple, retail business building. The advent of mail-order architectural elements meant that impressive looking, decorative facades could be utilized on buildings of any type inexpensively. Metal sheets could be pressed into many shapes, mimicking a wide variety of stone wall finishes or highly intricate cornices. Dressed with these inexpensive finishing touches, a simple vernacular building could acquire the appearance of a more elaborately designed, expensively constructed edifice. The use of pressed metal on the facades of Oologah's commercial buildings was limited. The I.W.W. Beck Building stands alone in Oologah as an unaltered example of this stylistic trend.

Apart from the metal storage shed on the rear, the I.W.W. Beck Building retains its historic character. Liberal use of native limestone and a decorative pressed metal facade make it an outstanding example of an early twentieth century Commercial Style building in the town of Oologah.

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NOTES

1. Oologah Book Committee, A History of Oologah: Our First 100 Years, (Rich Hill, MO: Bell Books, 1990) pp. 11-14.
2. Claremore College Foundation, The History of Rogers County, Oklahoma, (Claremore, OK: Claremore College Foundation, 1979), pp. 130-135.
3. Oologah Book Committee, A History of Oologah, pp. 15-16.
4. R. L. Polk & Company's Oklahoma Gazetteer, (Memphis: R.L. Polk & Co., 1909, 1911, 193, 1918)

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BIBLIOGRAPHY

Claremore College Foundation. The History of Rogers County, Oklahoma. Claremore, OK.: Claremore College Foundation. 1979.

Miller, Janet. "National Register Nomination for I.W.W. Beck Building." Draft. 1998.

Oologah Book Committee. A History of Oologah: Our First Hundred Years. Rich Hill, MO.: Bell Books. 1990.

Parks, Maureen (Denny). Interview by Janet Miller. March 1998.

Polk, R.L. & Co. R.L. Poll & Company's Oklahoma Gazetteer. Memphis: R.L. Polk & Co. 1909, 1911, 1913, 1918.

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VERBAL BOUNDARY DESCRIPTION

All of lot 8, Block 12, Original Townsite of Oologah, Rogers County, Oklahoma

BOUNDARY JUSTIFICATION

The boundary contains all the property historically associated with the I.W.W. Beck Building.



1. A History of Oologah: Our First 100 Years
2. The History of Rogers County, Oklahoma, Claremore: The Claremore College Foundation, 1979
3. A History of Oologah
4. R.L. Polk & Company's Oklahoma Gazetteer, Memphis, 1909, 1911, 1913, 1918.