

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only
received FEB 23 1983
date entered

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

1. Name

historic Wray-Dickinson Building

and/or common same

2. Location

street & number 308 Market Street

N/A not for publication

city, town Shreveport

N/A vicinity of

state LA

code 22

county Caddo Parish

code 017

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 checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" 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	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	N/A in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	N/A being considered	<input 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 type="checkbox"/> other:

4. Owner of Property

name 308 Market Street Investments, c/o Pringle and Herzog

street & number 517 Spring Street

city, town Shreveport

N/A vicinity of

state LA 71101

5. Location of Legal Description

courthouse, registry of deeds, etc. Caddo Parish Courthouse

street & number 500 Texas Street

Room 103 - Courthouse

city, town Shreveport

state LA 71101

6. Representation in Existing Surveys

title LA Historic Sites Survey

has this property been determined eligible? yes no

date 1982

federal state county local

depository for survey records LA State Historic Preservation Office

city, town Baton Rouge

state LA

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 checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date <u>N/A</u>
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The Wray-Dickinson Building, designed by Edward F. Neild and Clarence Olshner, was built in 1917 and is located at 308 Market Street in downtown Shreveport. The two story brick building has an elaborate Beaux Arts style terra cotta facade that features iconographic elements reflecting the function of the structure. The building has been used as a car dealership since its construction and has received very few alterations.

The building's most notable feature is its clearly articulated Beaux Arts facade which features paired Ionic pilasters and columns, a pronounced cornice with a balustrade, and an extensive use of sculpture and relief work. The fluted columns and pilasters are fully developed and enriched with egg and dart moldings and acanthus leaves on both the capitals and collarinos. The dentillated cornice has a dentillated frieze with egg and dart molding, rosettes and a foliated molding near its base. A Greek key fret band is found above the large plate glass display window and the entrance has a round fanlight surrounded by fascias and accented by a keystone. The portico is supported by free-standing columns and has a cornice and frieze like that on the rest of the facade. Atop the cornice is the building's major decorative feature--the head of a lion clenching an automobile axle with winged tires.

The side and rear elevations are brick and have no decorative features. The original multi-paned industrial type windows are intact.

The interior features two showrooms, offices and garage space. The entrance opens into a foyer where panelled cashier's windows are located. The showroom walls are articulated with fluted Doric pilasters. The ceilings of the showrooms feature a series of crisscross beams forming coffers which are inscribed with entablatures. The stairs to the second story have a panelled newel post and an iron balustrade with a Greek key fret band. Garage space occupies the rear of the building.

Except for the replacement of the plate glass doors at the entrance, there have been no alterations to the exterior. In the interior, a small amount of office space has been created through the construction of easily removable partitions that do not reach the ceiling.

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-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Specific dates 1917 **Builder/Architect** Edward F. Neild & Clarence Olshner
(architects)

Statement of Significance (in one paragraph) Criterion C

The Wray-Dickinson Building is architecturally significant on the state level because it is an outstanding example of the practice of using the facade of a building to advertise the product that is being sold or manufactured within and because it is an exemplary piece of work by Edward F. Neild, the leading architect of his generation in North Louisiana. It is also locally significant as an outstanding example of Beaux Arts architecture in Shreveport.

The use of elements like the lion with his axle and winged tires to advertise the product that was available inside was not unknown in the first few decades of the twentieth century, but it was not common in Louisiana. Although the Cloverland Dairy Building in New Orleans has relief sculpture of milk bottles and a cow's head, most examples of the practice appear to deal with the automotive industry. The Michelin Tire Buildings in Paris (c.1910) and London (1910) have tires in various forms adorning their facades and are the possible progenitors of the practice. The Mercedes Benz Dealership in New Orleans picks up the theme, but the Wray-Dickinson Building couples the feature with outstanding Beaux Arts architecture. It is the only known example in North Louisiana and is one of the best in the state.

The building is also significant as an early work of Edward F. Neild, a leading architect in the state. In fact, his stature as an architect later went beyond the boundaries of Louisiana.*

Neild was born in Shreveport in 1884. He rose to prominence in the 1920's, '30's, and '40's designing many of Shreveport's most important buildings. These include the nine-story Henry C. Beck Building, the Municipal Building, the Caddo Parish Courthouse, the massive exhibit center at the Shreveport fairgrounds, the Veterans Administration Hospital in Shreveport, and many of the Caddo Parish school buildings.

Neild's rise to national prominence began in 1928 when Judge Harry Truman visited Neild's recently completed Caddo Parish Courthouse. Truman was impressed and engaged Neild to design the Jackson County Courthouse in Missouri. This formed a lasting friendship between Truman and Neild which led to other commissions. When Truman was president, Neild was the architect for the major structural renovations made to the White House after the famous "piano leg incident." Neild died in 1955 while working on the design for the Truman Memorial Library in Kansas City. He also designed courthouses in Phoenix, Arizona; Ruston, Louisiana; and Baton Rouge, Louisiana.

The Wray-Dickinson Building is locally significant as one of the best examples of Beaux Arts architecture in Shreveport and is comparable only to the Shreveport Municipal Building, the Scottish Rite Temple and the Old B'nai Zion Temple. With its entablature and balustrade, it most resembles the Municipal

CONTINUED

9. Major Bibliographical References

SEE CONTINUATION SHEET

10. Geographical Data

Acreege of nominated property @ 2/10ths of an acre

Quadrangle name Bossier City, LA

Quadrangle scale 1:24000

UTM References

A

1	5	4	3	0	3	8	0	3	5	9	7	6	2	0
Zone		Easting				Northing								

B

Zone		Easting				Northing								

C

Zone		Easting				Northing								

D

Zone		Easting				Northing								

E

Zone		Easting				Northing								

F

Zone		Easting				Northing								

G

Zone		Easting				Northing								

H

Zone		Easting				Northing								

Verbal boundary description and justification

Please refer to enclosed sketch map.

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

state N/A code county code

state code county code

11. Form Prepared By

name/title National Register Staff
Division of Historic Preservation
organization State of Louisiana

Assisted by: M. D. LeComte
POB 37005
Shreveport, LA 71103
318-226-7557

date January 1983

street & number POB 44247

telephone 504-342-6682

city or town Baton Rouge

state LA 70804

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

Robert B. DeBlieux

Robert B. DeBlieux

title State Historic Preservation Officer

date February 17, 1983

For NPS use only

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

Janellous Byers
Keeper of the National Register

Entered in the
National Register

date 3/24/83

Attest:

date

Chief of Registration

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

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Continuation sheet Wray-Dickinson Building Item number 8

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8. Significance (cont'd)

Building. However, it differs from this more monumental structure because its terra cotta facade features rich sculptural work and more elaborate Ionic pilasters, columns and entablature. Furthermore, the interior of the building is more intact and more pretentious than in most of the commercial buildings of its period in the city.

*National significance is not claimed for the building for two reasons:

- (1) The Wray-Dickinson Building is not considered the finest example of Neild's work.
- (2) Neild achieved national prominence only within the last fifty years.

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Heritage Conservation and Recreation Service
National Register of Historic Places
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Continuation sheet Wray-Dickinson Building

Item number 9

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9. Bibliographic References

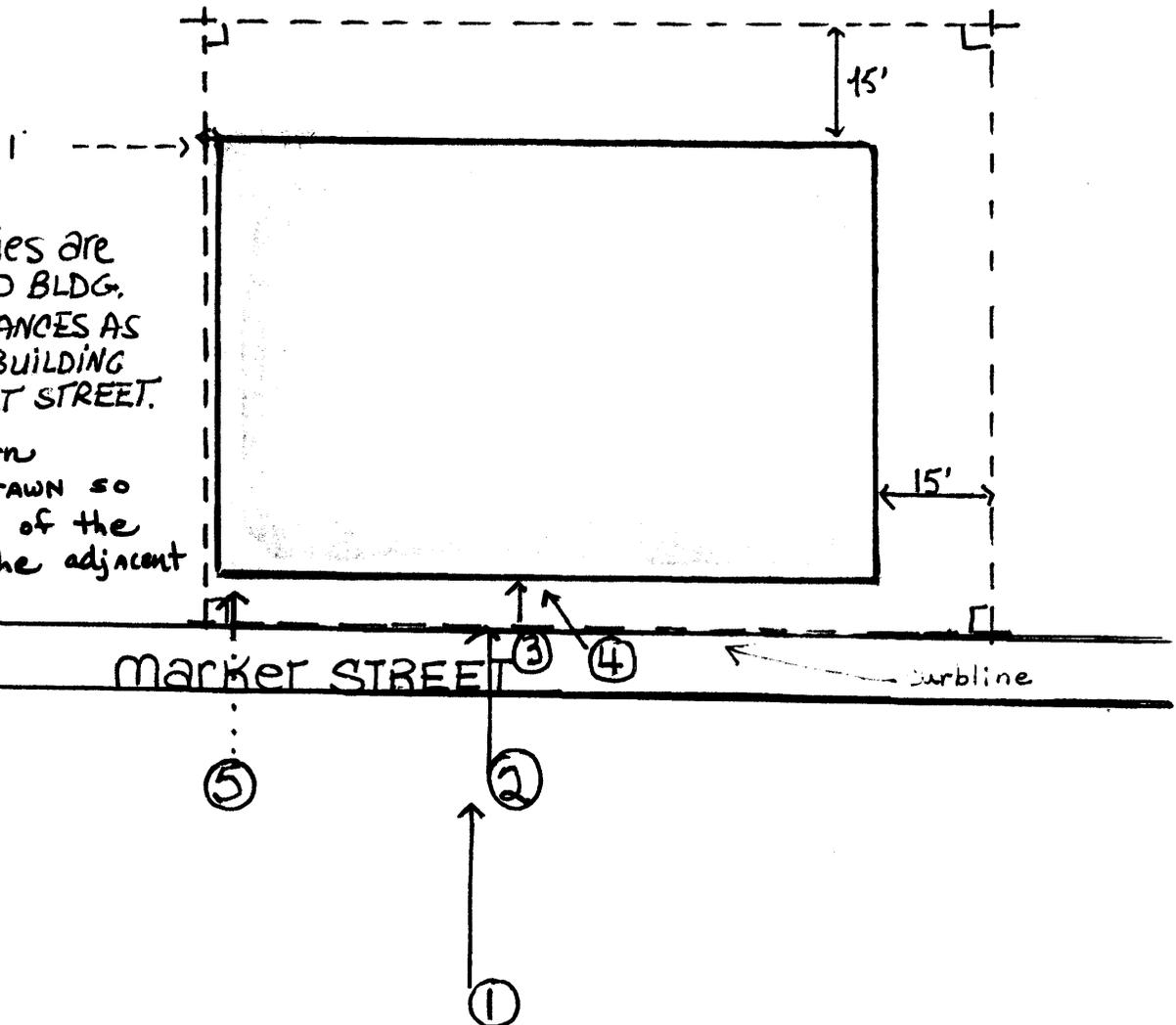
Pearson, Jenny. "The Michelin Building." The Connoisseur, October, 1975.
pp. 121-125.

Thomson, Bailey, editor. Historic Shreveport: A Guide. 1975.

Information on Edward F. Neild supplied by Scott Smitherman of Sandahl Associates
(the lineal descendant of Neild's architectural firm). Information gathered
for National Register nomination on Shreveport Municipal Building.

Edward F. Neild obituary. Shreveport Journal, July 7, 1955.

WRAY-DICKINSON BUILDING. SHREVE PORT, LA. CADDO PARISH



Site Boundaries are PARALLEL TO BLDG. FACADES, DISTANCES AS SHOWN. THE BUILDING FACES MARKET STREET.

The southeastern boundary was drawn so close because of the proximity of the adjacent building.