(Oct. 1990)

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

~~HRSD/HTC~~

9

1. NAME OF PROPERTY

HISTORIC NAME: Goodyear Tire & Rubber Company Building and B.F. Goodrich Building
OTHER NAME/SITE NUMBER: Howard R. Wolf Building (Goodyear)

2. LOCATION

STREET & NUMBER: 3809 Parry Ave. (Goodyear) & 4136-40 Commerce St. (Goodrich)

CITY OR TOWN: Dallas **VICINITY:** N/A **NOT FOR PUBLICATION:** N/A

STATE: Texas **CODE:** TX **COUNTY:** Dallas **CODE:** 113 **ZIP CODE:** 75226

3. STATE/FEDERAL AGENCY CERTIFICATION

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this _x_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 _x_meets ____does not meet the National Register criteria. I recommend that this property be considered significant ___nationally ___statewide _x_locally. (___See continuation sheet for additional comments.)

Signature of certifying official — Date: 10-5-01

State Historic Preservation Officer, Texas Historical Commission

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:	Signature of the Keeper	Date of Action
X entered in the National Register ___ See continuation sheet.	Linda McClellan	2/19/02
____ determined eligible for the National Register ___ See continuation sheet.		
____ determined not eligible for the National Register		
____ removed from the National Register		
____ other (explain):		

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____ determined not eligible for the National Register		
____ removed from the National Register		
____ other (explain):		

5. CLASSIFICATION

OWNERSHIP OF PROPERTY: Private

CATEGORY OF PROPERTY: Building

NUMBER OF RESOURCES WITHIN PROPERTY:	CONTRIBUTING	NONCONTRIBUTING
	2	0 BUILDINGS
	0	0 SITES
	0	0 STRUCTURES
	0	0 OBJECTS
	2	0 TOTAL

NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER: 0

NAME OF RELATED MULTIPLE PROPERTY LISTING: N/A

6. FUNCTION OR USE

HISTORIC FUNCTIONS: INDUSTRY: warehouse
COMMERCE: sales office

CURRENT FUNCTIONS: DOMESTIC: multiple dwelling
COMMERCE: office building

7. DESCRIPTION

ARCHITECTURAL CLASSIFICATION: Late 19th and Early 20th Century Movements: Chicago School

MATERIALS:

FOUNDATION	CONCRETE
WALLS	BRICK
ROOF	ASPHALT
OTHER	WOOD, METAL, CERAMIC TILE

NARRATIVE DESCRIPTION (see continuation sheets 7-5 through 7-9).

The **Goodyear Tire & Rubber Company Building** (1929) is a low-rise three-story building in the Chicago influenced industrial/commercial style. The building is constructed of reinforced concrete with brick and window infill and a flat roof. With the exception of the first floor, which had general and private offices located at the southwest corner and display windows located along the interior of the front façade, the interior is open and versatile. The second and third floors contain only an elevator shaft, stairwell, and columns. The eclectic mixture of stylistic elements rendered in brick, cast concrete and ceramic tile. The building is located near Fair Park in a district of industrial buildings that was developed in the 1920s. The tallest building in the area, it remains visually dominant.

The **B.F. Goodrich Building** (1929) is a low-rise two-story building designed in the Chicago-influenced commercial style. The building is constructed of reinforced concrete with brick and window infill and a flat roof. The interior is open and versatile, containing only a stairwell and elevator shaft, and columns. Noteworthy examples include an eclectic mixture of stylistic elements rendered in brick, cast concrete and ceramic tile, industrial steel casement windows, an elevator, and wood structural columns. The building is also located near Fair Park in a district of industrial buildings developed during the 1910s and 1920s.

The Goodyear Tire & Rubber Company and B.F. Goodrich Company Buildings were permitted six months apart by the same developer, appear to be designed by the same architect, and are connected to each other by a one-story masonry ell. Both buildings are located 1.3 miles southeast of the Dallas Central Business District at the intersection of Commerce Street and Parry Avenue. Commerce Street courses northeast through the Dallas Central Business District and Deep Ellum, turns southeast as it leaves Deep Ellum, and then east, until it intersects with Parry Avenue and the western edge of Fair Park. The commercial district that comprises the built environment in which the Goodyear Tire & Rubber Company and B.F. Goodrich Buildings are sited dates from the first to third decades of the twentieth century. Both buildings exhibit high degrees of integrity in location, setting, workmanship, design, feeling, and association.

Goodyear Tire & Rubber Company Building

The Goodyear Tire & Rubber Company Building was built in 1929 on the north side of Parry Avenue, across the street from the Texas State Fair Grounds. The front façade was faced with rusticated masonry and embellished with decorative brickwork in contrasting colors, cast concrete coping and other decorative details, and glazed tile inserts. The building is located on a site that, during the second quarter of the twentieth-century also included a fire station, Number 3 Hook and Ladder Company (1907), and a filling station. The filling station was removed at an indeterminate date and the fire station, now a Dallas Landmark, is occupied by the Dallas Firefighters' Museum.

The Goodyear Tire & Rubber Company Building is oriented perpendicular to the B.F. Goodrich Building, with its principle facade facing Parry Avenue, providing it with a separate and distinct entry. The building's site gently slopes northeast-southwest and is located approximately 57' from the centerline of the former Texas & Pacific (T&P) Railroad tracks. Stone ballast from the slightly elevated railroad grade spills onto the northeast side of the site and onto a 17'0" wide concrete driveway. An at-grade crossing on Parry Avenue is also located at the northeast corner of the site. There is a 15'4" foot sidewalk on Parry Avenue with concrete curb cuts for vehicular access at the southwest and northeast corners. In addition, pedestrian access is provided on the southwest bay of the building and in the northeast corner of the Goodyear Tire and Rubber Co. Building. The remainder of the site has been paved and is used for parking.

The Goodyear Building is oriented southeast-northwest and measures 160½' x 109'. It is three stories high, eight bays wide, and six bays deep. Each of the eight bays of the southeast (front) facade is symmetrically fenestrated with five-light metal storefronts on the first floor that replaced original display windows at an indeterminate date. In addition, two pairs of twenty-five light metal casements are located in each bay on the second and third floors with an operable six-light metal sash in the lower half of each casement for ventilation. The windows are simply detailed with rowlock sills and soldier course lintels in dark brown brick with cast concrete keystones. Constructed of variegated buff to light brown colored brick, each bay features a blind brick frieze beneath the second floor fenestration, bordered in dark brown brick and punctuated with four rotated 4½" x 4½" glazed turquoise tiles.

The bays are enframed by variegated buff to light brown brick piers with simple concrete bases featuring two 4½" x 4½" glazed turquoise tile inserts. Another rotated tile of similar color and dimension is located near the top of each pier, beneath a projecting stringcourse of dark brown brick. The piers are also capped with cast concrete coping and feature cast concrete panels decorated with shields, cast concrete inserts, and decorative cast concrete brackets. A raised parapet, located above the central two bays of the building, is embellished with a six-brick basket weave pattern in alternating brown and orange brick, and finished with cast concrete coping and cast concrete brackets. Scuppers on the northwest (rear) facade drain the roof.

The northwest (rear) facade faces a 20'-wide interior auto court. Constructed of variegated orange brick with hues similar to the northeast (side) and southwest (side) facades, the building is fenestrated with 25-light casements and six-light operable sashes. The windows are simply detailed with cast concrete sills, and the parapet is capped with cast concrete coping. Four bays on the first floor are obscured by a one-story hyphen built to provide a connection between the Goodyear Tire & Rubber Company and the B.F. Goodrich Buildings. A metal fire escape is attached to this facade with egress provided by an exit door located on the third floor in the third bay.

The northeast (side) facade is asymmetrically fenestrated. The first bay, located at the southeast corner of the building repeats the variegated buff to light brown brick and formal design of the southeast (front) facade's second and third floors. It is fenestrated, however, with single 25-light metal casements and six-light operable sash. Similarly, the first floor has an entry door, featuring a cast concrete arch and keystone. The remaining five bays of the building are constructed of variegated brick ranging in color from tan to orange.

The unfenestrated fourth bay from the southeast corner provides an enclosing wall for the shaft of a service elevator, whose penthouse extends above the roof and parapet. Square metal end plates for tie rods are located at each floor. Metal overhead doors are located on the first floor in the third and fifth bays, and the new exit door is located in the fourth bay. The remaining windows in the northwest facade are twenty-five light metal casements simply detailed with soldier course lintels and cast concrete sills. The blind end wall of the single-story hyphen connecting the Goodyear and the Goodrich buildings is also along this facade.

The metal canopy partially obscures the southwest (side) facade at the ground floor by. The first floor is unfenestrated except for a modern metal and glass entry lobby projecting from the facade toward the former fire station. A cementitious waterproofing coating has been applied to the ground floor wall from the southwest corner of the building to the entry. The remaining masonry wall surface on the northwest side of the lobby is painted gray, and waterproofing coating extends above the canopy. The first bay of the facade repeats the formal design of the northeast (side) with variegated buff and light brown brick. The window openings, however, though detailed similarly, have been infilled.

The interior column spacing of the Goodyear Building varies in dimension from northeast-southwest and northwest-southeast. The northwest-southeast spacing is on 18' centers, while the northeast-southwest spacing is 19'10". The columns on the first and second floors are 9" x 10" H-beams supporting 8½" x 22" I-beams. These beams, in turn, support 6½" x 12½" I-beams, which are used as joists laid northwest-southeast and spaced at 5'0" centers. Unlike the columns supporting the metal canopy on the southwest side of the building, none of these steel members exhibit manufacturer's marks. All steel connections are bolted through steel angles of varying dimensions. A concrete floor slab of indeterminate thickness with the impressions of 9 ½" board forms, laid northeast-southwest, is supported by the steel structure. On the third floor, 6" x 6" wood posts serve as columns in place of the steel columns on the first and second floors. These support a roof structure comprised of wood framing members of indeterminate dimension and spacing.

The office spaces of the Goodyear Tire & Rubber Company Building are on the southwest side of the building, while the warehouse space is located on the northeast, and floor-to-floor access was historically provided by a service elevator. Loading docks located in the third and fourth bays from the southeast corner of the building provided the receiving and shipping functions of the Goodyear Tire & Rubber Company. They were outfitted with a floor scale manufactured by the Buffalo Scale Company. The original office walls are finished with 1" thick painted plaster. The steel columns in the offices are finished with painted plaster. The walls are trimmed with 6" wood baseboard and 1" thick quarter round. Individual offices are entered through three-panel wood doors, each glazed with a single light. The first floor offices are carpeted, while offices in the succeeding floors are finished with 12" x 12" or 6" x 6" linoleum, laid in a "checker board" pattern, in black and white (replacement) or red and brown (original).

A small addition was built on the southwest side of the Goodyear Building soon after construction was completed. Built as a filling station and Goodyear tire distributor the sales office was a narrow room sharing a wall with the larger building, with a door–still extant–connecting the two. The angled walls enclosing the office on the front (southeast) and opposite (southwest) side are glazed with storefront windows with transom windows above. Entry is through a glass and metal door in the center of the southwest side. Both the office and a drive-through service area (now used for parking) are covered with a large metal canopy. The structure of the canopy consists of 6" x 6" H-beams used as columns with 3" x 3" steel angles used as diagonal bracing, 6" x 24½" I-beams, laid northeast-southwest, and trusses of indeterminate dimension and spacing, also laid northeast-southwest. The columns are stamped "CARNEGIE USA." The canopy slopes northwest-southeast with a soffit covered in standing seam metal roofing, laid northeast-southwest. A metal-clad cupola surmounted by a metal finial tops the roof. The lower pitch of the roof was originally covered with pressed metal shingles resembling tiles, and adorned with arched dormers, two on the front and one on the southwest side. The unglazed dormer windows contained louvers. The dormers and shingles were removed at an indeterminate time, and the lower pitch is now roofed with the same standing seam metal roofing as covers the soffit. Other than the changes to the lower pitch of the roof, the addition remains unaltered.

B.F. Goodrich Building

The B.F. Goodrich Building (1929) is on the northeast side of Commerce Street, north of the Texas State Fair Grounds. The front façade is faced with rusticated masonry and embellished with decorative brickwork in contrasting colors, cast concrete coping and other decorative details, and glazed tile inserts.

The B.F. Goodrich Building is oriented perpendicular to the Goodyear Tire & Rubber Company, with its principle façade

facing Commerce Street, providing a separate and distinct entry. The site gently slopes northeast-southwest, 57'5" from the centerline of the former Texas & Pacific (T&P) Railroad tracks. Stone ballast slightly elevated railroad grade spills onto the northeast side of the site and the rear of the building.

The building is oriented southwest-northeast and measures 70½' wide and x 267' deep. It is two stories high, four bays wide, and fifteen bays deep. The southwest (front) facade is divided into three bays with a segmented arched entry, embellished with a cast concrete keystone in the center bay. It is framed by two "ribbed" brick piers formed by alternating projected orange brick over recessed courses of vertically laid variegated tan to buff brick. A cast concrete decorative lintel and a pair of cast concrete capitals (composite renditions of the Classical forms of the laurel and leaf) top the piers. Above each capital is a small cast concrete insert with a floral pattern and a large cast concrete rosette. A frieze above the segmented arch is rendered in a three-brick basket weave pattern, alternating between variegated tan to buff and orange brick. Above the entry are two pairs of twenty-light metal casements, with cast concrete sills, soldier course lintels, and cast concrete keystones. A soldier course of orange brick, a cast concrete coping, and cast concrete brackets decorates the parapet of the central bay.

An orange rowlock brick course over a concrete grade beam that has been embellished with a 6" x 6" tile pattern supports the storefronts. Transoms above the storefronts are covered with vertical wood siding. The tops of the transoms are capped with a double soldier course of orange colored brick and a cast concrete keystone. A pair of blind brick panels with projecting borders of orange colored brick is located above the transoms on the end bays, beneath a pair of twenty-light metal casements with cast concrete sills. An operable six-light sash in the middle of each casement provides ventilation. The tops of the casements are capped with soldier courses of orange brick and cast concrete keystones.

The end bays are framed by full height brick pilasters with concrete bases trimmed with scotia and torus molding profiles. The pilaster capitals are capped with cast concrete coping, cast concrete inserts and decorative panels embellished with shields. A rotated 4 ¼" x 4 ¼" glazed black tile insert is located near the top of each pier. The parapets of the end bays, in the shape of modified ogee arches, extend 6'-0" above the parapet of the central bay. Trimmed in cast concrete coping with keystones, they are embellished with 3-brick basket weave pattern in alternating orange and variegated tan to buff brick. Scuppers located at the northeast (rear) façade drain the roof.

The northeast (rear) facade is faced with variegated brick that ranging in color from tan to orange. Its four bays are asymmetrically fenestrated with two pairs of twenty-light metal casements on both the first and second floors in the two bays closest to the southeast corner. The third bay is blind with the exception of a metal overhead door providing first floor entry to the building's service elevator. The fourth bay repeats the fenestration of the first two bays; however, the second floor metal casements are obstructed by metal balconies supported by diagonal up-bracing. The windows are simply detailed with cast concrete sills, and the parapet is capped with cast concrete coping. An elevator penthouse is located on this facade.

The northwest (side) facade is also faced with variegated brick and includes the color range of the northeast facade. With the exception of the first bay, which duplicates the detailing of the end bays on the southwest (front) facade, the length of this facade is unfenestrated. However, the window openings of the first bay are infilled with variegated tan and buff brick.

The southeast (side) facade faces onto an enclosed auto court. Like the first bay of the northwest (side) facade, the first

bay duplicates the detailing of the end bays on the southwest (front) facade, including window openings that have been infilled with variegated tan to buff brick. Located 20'-0" northwest of the Goodyear Tire & Rubber Company Building, this facade is also constructed of variegated brick that ranges in color from tan to orange. The length of the facade is fenestrated with twenty-light metal casements with operable six-light sashes for ventilation.

Twelve eight-light metal casements are located at the first floor in the second through fifth bays from the southwest corner of the building. The windows are simply detailed with cast concrete sills. A metal door is located at the second floor of the fifth bay from the southeast corner of the building. It provides access to the roof of the one-story connecting hyphen between the B.F. Goodrich and the Goodyear Tire & Rubber Company Buildings.

The column spacing of the B.F. Goodrich Building varies, with 17'-0" northwest-southeast and 17'-10" northeast-southwest. However, unlike the Goodyear Building, the entire structural system for this building is made of wood. The wood columns measure 11½" x 11". They carry wood shims that are 7¼" in width and 11¼" in depth that in turn, carry composite wood beams made from six wood joists held together with through bolts at regular intervals. The beams are 9¾" in width and 1'-1" in depth and have been laid northeast-southwest. Wood floor joists, measuring 1¾" x 11½", are spaced at 12½" centers and laid northwest-southeast. Wood tongue and groove floorboards, 1½" thick and ranging from 5" to 5½" wide, are laid northeast-southwest over the joists.

Rehabilitation

In 2000, Block 809, Ltd. undertook rehabilitation of both buildings for use as residential lofts and office space. The interiors, designed from the beginning to be flexible and adaptable, were subject to the most changes. Partition walls were installed to divide the space into functional units. Exterior work on the structures themselves was limited in order to maintain the industrial feel. On both buildings the brick was cleaned using non-abrasive methods and all original windows were, refurbished and those with casements were made operable.

On the Goodrich Building a new exit door was installed on the northeast (rear) façade to comply with city safety codes. At some point one of the two-light storefront windows on the southwest (front) façade had been replaced with a rolling overhead cargo door and the transoms had been covered with vertical wood siding. In the course of rehabilitation, the missing window was rebuilt and the transoms were uncovered, restoring the front to its original appearance.

The two overhead cargo doors on the front façade of the Goodyear Building are part of the original and were left in place. The six bays that originally each held two-light storefront windows, with a four-light transom above, had been entirely glazed with panels of dark-tinted glass, and a pedestrian door had been punched through the southernmost bay. This door was removed, clear two-light storefronts were replaced in the six bays, and the transoms were rebuilt. The primary entrance is now through the salesroom under the canopy on the southwest corner (the former Skinnie and Minnie's).

The space between the two buildings is now a patio garden furnished with two small pools and border plantings, that includes the area behind the Fire Fighters Museum. All effort has been made to retain the integrity of materials, workmanship and feeling.

8. STATEMENT OF SIGNIFICANCE

APPLICABLE NATIONAL REGISTER CRITERIA

X 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.
X 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 VALUE, 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: N/A

AREAS OF SIGNIFICANCE: Architecture, Industry

PERIOD OF SIGNIFICANCE: 1929-1951

SIGNIFICANT DATES: 1929

SIGNIFICANT PERSON:

CULTURAL AFFILIATION: N/A

ARCHITECT/BUILDER: F.J. Woerner & Company, Architects

NARRATIVE STATEMENT OF SIGNIFICANCE (see continuation sheets 8-10 through 8-19).

9. MAJOR BIBLIOGRAPHIC REFERENCES

BIBLIOGRAPHY (see continuation sheet 9-20).

PREVIOUS DOCUMENTATION ON FILE (NPS): N/A
_ 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:
x State historic preservation office *(Texas Historical Commission)*
_ Other state agency
_ Federal agency
_ Local government
_ University
_ Other -- Specify Repository:

Statement of Significance:

The Goodyear Tire & Rubber Company Building (3809 Parry Avenue) and the B.F. Goodrich Building at (4136 Commerce Street) are significant for their association with the emergence of Dallas as a major regional center for trade and commerce, as well as the growing importance (locally and nationally) of the automobile industry at the onset of the Great Depression. The Goodyear Tire & Rubber Company Building remained occupied by the company for thirty-three years, housing the Southwest Regional division office of what was then the largest tire and rubber company in the world. The B.F. Goodrich Building was home for the company for sixteen years, housing the corporation's Dallas division office of what was then the fourth largest tire and rubber company in the world. Both buildings retain the names of their original tenants, reflecting the importance of the automobile industry to the city in the second two decades of the twentieth century. Both buildings satisfy Criterion A, in the area of Industry at the local level of significance. Both buildings are also eligible under Criterion C, in the area of Architecture, at the local level of significance, as distinctive and intact examples of the Chicago School-influenced concrete frame construction, with brick infill, that became widely employed for a whole class of industrial and commercial buildings during this period.

The Goodyear Tire & Rubber Company and B.F. Goodrich Company Buildings were built on speculation by the Parks family, under the auspices of the Parks Investment and Parks-Friedman Investment Companies. Parks Investment Company was started by Bower Rutherford Parks, Sr., who is more commonly referred to as B.R. Parks. Little is known about later joint venture partner, J.M. Friedman; he is not listed in the city directories of the period. B.R. Parks, Sr. began his career as a developer at the turn-of-the-century and is credited with the construction of several office and warehouse buildings in the Dallas central business district along Elm, Ross, Harwood, Akard streets and in the Fair Park area. A partial list of some of the enterprises for whom he constructed buildings for and/or leased to also included: B.F. Goodrich, the Fair Park Hotel, Goodyear Tire & Rubber Company, Nehi Bottling Company, St. Louis Paint, and the Railway Express Agency. B.R. Parks, Sr. died in 1937 and his son, B.R. Parks, Jr., assumed control of the company and continued to expand the family's real estate holdings.

Bower Rutherford Parks, Sr. came to Dallas from North Carolina in the 1880s. Shortly thereafter, Parks met and married Sally Worthington, a prominent member of the Dallas' social elite. During the Civil War the Worthington family had been forced from their plantation near Greenville, Mississippi and settled in Dallas. In 1864 and 1865, respectively, two of Sally's sisters—Mattie and Anna Worthington—married the Caruth Brothers, two major landowners in Dallas. When Parks married Sally, he became the brother-in-law of two of Dallas' most successful and prominent entrepreneurs. Anna Worthington's husband Walter Caruth, Sr. died in 1868 and deeded large portions of his assets to Walter Caruth, Jr., who lacked the business acumen of his predecessor. Sometime in the mid-1890s, Walter Caruth, Jr. filed for bankruptcy. Parks acquired a large part of the Caruth assets through court sale and consequently began his career as a developer.

In addition to commercial development in the Dallas Central Business District, the Parks family contributed significantly to the residential development of the area around what is currently referred to as South Dallas/Fair Park. During the early 1900s, the Parks Investment Company began purchasing large tracts of land south of Haskell Avenue, north of the Texas & Pacific (T&P) Railroad right-of-way, and north of Spring Avenue, for future development. The T&P was the second railroad to arrive in the city, laying an 82-mile section of track from Longview to Dallas in 1873. It followed the Houston & Texas Central (H&TC) that had arrived one year earlier and extended its northbound service to McKinney, Sherman, and Denison. At Denison, the H&TC connected with the Missouri, Kansas & Texas (MK&T) which, in turn, provided

continued service to St. Louis, Missouri. The T&P intersected with the H&TC at North Central and Pacific Avenues, and, after constructing a rail yard, the T&P began carrying freight and passengers through the eastern part of the city.

Another carrier, the Gulf Colorado & Santa Fe (GC&SF) Railroad built yet a third line through the eastern section of the city and located another rail yard southwest of the T&P yard. By the second decade of the twentieth century, there were nine trunk railroads serving the city. They included the H&TC, T&P, GC&SF; MK&T re-chartered as the M-K-T; Chicago, Rock Island & Gulf (CRI&G); Fort Worth & Denver City (FW&DC); St. Louis, San Francisco & Texas (SLSF&T); Texas & New Orleans (T&NO); and the St. Louis Southwestern's (SSW) famous "Cotton Belt." Besides using the city as a rail hub, two companies—the M-K-T and the T&P—built their headquarters in Dallas (*Dallas Magazine*, August 1929: 3). Consequently, a large number of industrial and mercantile businesses were established between Deep Ellum and Fair Park as well as in other parts of the city where railroad routes or yards were located.

Parks' residential tract developments near the T&P right-of-way abutted a lumber mill, and the area came to be known in the vernacular as "Mill City." It was a residential area that was slated to house African-Americans, and the community attracted working class blacks from Louisiana who were hired at the lumber mill and allowed to purchase two- or three-bedroom wood frame homes in the addition. As with other Anglo developers throughout the city, his development of a working class community for families of color, platted adjacent to heavy industry, was successful, and B.R. Parks, Sr. began the development of two other residential sections in 1926: the Wah Hoo and Dixieland Additions.

With the advent of the Great Depression three years later, a majority of the families defaulted on their mortgages and were forced to vacate their properties. Initially, Parks purchased much of the improvements back from the former owners. Eventually, however, the effects of the Great Depression forced him to sell off most of the property and the Wah Hoo and Dixieland additions were never completed. Prior to incurring his losses in South Dallas residential land and improvements, he erected, under the name of Parks Investment and Parks-Friedman Investment Companies, two buildings for the Goodyear Tire & Rubber and B.F. Goodrich Companies in the second and third quarters of 1929.

In the months that this occurred, Dallas was still experiencing tremendous growth. Between 1910 and 1920, building permits had jumped from $3.4 million dollars to $17.4 million dollars (*Dallas Magazine*, July 1922: 11; Dec. 1922: 16). In 1929, the number remained elevated, although it slightly decreased to $15.1 million (Ibid., November 1930: 10). In addition, the city had become a major manufacturing and wholesale market. Dallas was linked to other urban areas like St. Louis and Chicago by its network of railroads, and the discovery of oil in East Texas elevated Dallas further as a commercial and banking center. In 1929, to further promote the city's business climate and attract the local establishment of branch houses and branch offices of major northeastern manufacturing companies, the Dallas Chamber of Commerce began a massive national campaign, spending nearly $500,000 on advertisements.

Meanwhile, the Chamber of Commerce was actively involved in lobbying the Interstate Commerce Commission for an overhaul of the rate structure for railroad freight. The chamber's leadership reasoned that a reduction in the prices charged by the mile for both inbound commodities to Dallas and outbound commodities from the city to other points in Texas, Oklahoma, Arkansas, and Louisiana, would enhance its position as a distribution center. This reasoning appears to have worked and, in 1929, a chamber manager announced its success with the following headline: "New Rates to Enlarge Branch Houses: Mileage Scale Makes Dallas Logical Point for Distributing Branches and Manufacturing Plants Will Result" (Ibid., March 1929: 6-7).

Similarly, it had been no accident that Parks and other developers had purchased large tracts of land adjacent to railroad rights-of-way that both ringed and traversed the city. Companies such as Goodyear and Goodrich needed facilities that were located adjacent to trunk lines for the unencumbered delivery of their respective commodities. The success of the city's transportation network and the concomitant growth of warehouse and distribution facilities caused another writer for the chamber to tout later in the same year that:

> Nine [rail]roads operate 189 package cars...[daily and in] 1928 the freight received in Dallas in carload lots amounted to 90,073 cars...This does not include less than carload shipments...[and] the total freight, express, and parcel post business handled over [the] steam lines...in and out of Dallas each year amounts to almost eight billion pounds annually...Freight points are located at strategic points [all] over the city. Dallas rail connections extend to all points of the compass, giving quick delivery of freight and express delivery to any point. This feature has been tremendously responsible for the $800,000,000 wholesale business being done in Dallas each year (Ibid., August 1929: 9).

A year later another writer for the Dallas Chamber quoted an assistant regional manager for a northeastern manufacturing company that was one of 200 national corporations that opened a branch house in the city in that year. The manager stated, "We chose Dallas...because we found that it offered unequalled facilities in the manner of transportation, central location within the territory, and central location with regard to the market embraced in our southern and southwestern dealerships" (*Dallas Magazine*, November 1930: 11).

Goodyear and Goodrich had already been in the city for almost two decades during the explosive growth of the automobile industry that occurred in the early twentieth century. Commercial use of rubber had been growing steadily since 1839 when Charles Goodyear discovered vulcanization, the process whereby varied amounts of sulfur can be used to control the toughness and elasticity of natural rubber. Launched in 1898 by Frank and Charles Seiberling in Akron, Ohio, Goodyear Tire & Rubber Company began with a small investment of $3,500. The company began by producing pneumatic bicycle tires, much like those invented by Scottish-born John Dunlop in 1888. However, with the advent of the automobile, the company expanded its product production to the Straight Line tire. For years the company battled with Goodrich for first place in the rubber industry. In 1908, Goodyear was producing approximately 900 tires per month for Ford and REO (Ransom E. Olds). By 1913, the company became the forerunner in the industry when it developed the modern corded tire. In 1920, Goodyear was spending nearly $20 million on magazine advertising alone (Blackford and Kerr 1996: 79).

Scientific advances, such as the discovery of rubber vulcanization and the advent of the corded tire, led to a frenzy in the formation of rubber companies. By 1870, the U.S. had fifty-six manufacturers of rubber and elastic goods capitalized at $7.5 million and the center of world rubber consumption had become the United States (Ibid.: 5). By 1920, the competition had stiffened and narrowed to what was referred to in the vernacular as the "Big Four": Goodyear, Firestone, U.S. Rubber and B.F. Goodrich.

Goodyear opened its first dealership in Dallas in the early 1910s and by 1916 was located at 2016 Commerce Street. At the apex of the industry in the early 1920s, the company opened its first "Service Store" outside the city at 202 E. Main in Grand Prairie. Its marked success with these and other locations across the state during the decade spurred the opening of the Southwest Division office in Dallas shortly thereafter. By 1926, the company had risen to prominence as the world's largest and most profitable tire manufacturer. Numerous *Dallas Times Herald* articles touted it as one of the city's

premier employers. In several local editions, the paper even contained a "Goodyear Section" that outlined the advancement of Goodyear employees, the opening of additional stores, and recent property acquisitions.

Goodyear's rise to national prominence amid a crowd of competitors was mirrored in the frenetic growth of the local automobile and tire industry. The first automobile had arrived in Dallas, Texas in 1899, and within three years the city's first automobile dealership – Lipscomb & Garret, agents for the now defunct Locomobile Company of America – had opened for business at 301 Main Street. By 1905 the company was joined by several other dealerships, including Parlin & Orendorff Implement Company, which sold Cadillacs at 156-158 Elm Street, and the Fort Worth & Dallas Automobile Company, which operated an agency, garage, and storeroom at 319 Commerce for Winton, Columbia, and Oldsmobile. In addition, the S.H. Boren Automobile Company at 361-371 Commerce Street, and Studebaker Bros. Manufacturing Company at 317 Commerce Street, rounded out the first listings for the city's automobile dealerships (Simpson 1983: 3).

By 1910 there were thirty-seven such companies and an "automobile row" had developed near Dallas City Hall in the 2000 block of Commerce Street between Ervay and Good Streets (Ibid.: 21). In that same year the State Fair held the first automobile show in Texas. Within fifteen years competition hade reduced the number of dealerships to twenty-six; however, together, they staged an annual automobile show every spring. Among the makes offered were Ford, Chevrolet, Buick, Cadillac, Dodge, and Oldsmobile, in addition to the Kissel Kar, Hupmobile, Stearns, Paige, Marion and Milburn Electric (Ibid.: 32).

The entrance of B.F. Goodrich into the Dallas market was somewhat less heralded than that of Goodyear, and newspaper articles covering the company's growth in the city are consequently less numerous than that of its competitor. B.F. Goodrich had actually arrived in the city before Goodyear, opening a "branch house" that was listed in the local city directories and addressed as 428-430 Commerce, as early as 1910 (*Worley's* 1910-1911: 435).

Founded by Benjamin Franklin Goodrich, the B.F. Goodrich Company, incorporated in 1880, grew out of the Goodrich, Tew & Company partnership that was formed a decade earlier. In its early years the company produced fire hoses and industrial belting. However, spurred by forward-thinking executives, the company implemented a policy of diversified production, manufacturing whatever rubber products the company believed it could sell. Initially, this strategy distinguished the company from other competitors like Goodyear and Firestone. Among the companies that first pioneered the manufacturing of bicycle tires, Goodrich became a company of firsts. In 1896, the company introduced the first American-made pneumatic tire for cars. In 1910, the company created the first American corded automobile tire and changed tire color from white to black by introducing carbon black into rubber compounds to improve abrasion resistance (Blackford and Kerr 1996: 25-30).

With all of its accomplishments, it would have been hard to predict that Goodrich would one day play second to Goodyear, a company founded by two men who provided B.F. Goodrich with the capital to start his company. By 1907 Goodrich was a $13 million enterprise battling with Goodyear for first place in the rubber industry. Within six years, however, Goodyear finally replaced Goodrich as the forerunner in the industry when it developed the modern cord tire.

The "branch house" or "branch" was another example of B.F. Goodrich Company's use of innovative practices that were adopted throughout the industry. Concentrating not only on manufacturing, but also on sales and distribution, in the early twentieth century B.F. Goodrich actually pioneered the concept of meeting the need for replacement tires. Two historians recently commented that the company "increasingly substituted branch houses for. . .[local] distributors, because

independent middle men were unable to push tire sales adequately. [They] would not build up dealer networks, did not carry complete tire stocks, and were unwilling to extend credit to dealers (Blackford and Kerr 1996: 58).

In addition to the use of branch houses, the company established a chain of tire depots for local sales. The relationship of the depots to the branch houses was described as follows:

> The depots were smaller than the branch houses… a typical depot [only] carried $20,000 worth of merchandise---and was subordinate to [a branch]. [Both depots and branch houses] took tire deliveries from the factory, broke them down into small batches, and sold them either to customers or to independent retail dealers. In the larger cities [such as Dallas,] the branches became what Goodrich's officers called, "factories in miniature, fully equipped with repair shops for repairing automobile tires."

The impact of the industry on the city was nothing short of phenomenal. Dallas had become by the 1920s what one period writer described as "the chief distributing center for automobiles and [automotive products]" (*Dallas Magazine* 1922: 24). The writer continued by stating that in 1920 alone, the "wholesale business in automobile-related products had succeeded in reaching $200,000,000… [roughly] one-third of the total wholesale business of [the city] for that year" (Ibid.).

The public's insatiable appetite for new motor vehicles brought about the formation of an equally large service industry for gasoline, oil, automobile accessories and repairs, and above all, rubber tires. Consequently, an explosive growth of tire companies accompanied that of local dealerships. Comparable listings in the city directories of the period indicated that an equal number of tire companies had opened in the city. Also located along Commerce Street, they were interspersed among the showrooms.

Despite the dominance of the "Big Four," competition for the local and regional tire market became fiercer, with even smaller companies entering the Dallas market toward the end of the decade. In 1928, the local trade press announced in an article the arrival of yet another competitor – Fisk Rubber Company. It stated: "Removal of the warehouse of the Fisk Rubber Company from Houston to Dallas will be made soon as the four-story building to house the state office of the firm is completed, probably within the next two weeks. The announcement comes from G.H. Randolph, manager of the Dallas office. The building will cost $60,000 and is located at 2500 Ervay" (*Dallas Magazine*, August 1928: 7).

Presumably, the arrival of a secondary corporation like the Fisk Tire Company underscored the importance that Dallas had achieved for the industry in a few short years. Consequently, the local management of Goodyear Tire & Rubber Company initiated similar plans for the offices of their Dallas division. Whether Parks Investment Company contacted Goodyear Tire & Rubber Company with an offer, or vice versa, can only be conjectured; however, the real estate firm had land available (lots 2-5 in Block 809) in the vicinity of Fair Park. There had already been some movement of automobile-related businesses to that area. In addition, the proximity to the State Fair provided a venue for showcasing the company's products, and the site's easy rail access made the move acceptable.

The building site was located adjacent to the trunk line track of the Texas & Pacific (T&P) Railway that intersected with the H&TC Railway at North Central and Pacific Avenues. Provided with a siding to the T&P, the company had freight access to these and other companies such as the Missouri, Kansas & Texas (MK&T), the Chicago, Rock Island & Gulf (CRI&G), and the St. Louis & Southwestern's (SSW) famous "Cotton Belt" Railway. The easy access to the city's

expanding transportation network brought in a constant flow of finished tires to the company from its factories in the northeast.

During the 1910s, Goodyear Tire & Rubber Company, like the local automobile dealerships and competitor B.F. Goodrich, was located in the eastern end of the Central Business District near the municipal building. Addressed as 2207-2209 Commerce Street, it was surrounded by members of the "Big Four" as well as small independent tire dealers. They included such companies as: Pennsylvania Rubber Company, Auto Tire Company of New York, Republic Rubber Company of Texas, Galloway Tire Company and Atlas Tire Company (*Worley's* 1916: 93). In addition, Goodyear's move to the Fair Park area in 1930 was not at all unprecedented since a majority of the buildings surrounding the new site were occupied by automobile-related companies. They included General Motors Truck and Coach Company, Vitachi Battery Company, Brunswick Tire and Briggs-Weaver (*Worley's*, 1934-35: 1698).

Parks Investment Company agents had purchased Block 809---south of an area known as the Gaston Tract---in the early 1900s (*Dallas Morning News,* July 22, 1968: n.p.). Unfortunately, lots 2-5 of Block 809 – the site for Parks' speculative venture of that year – already were occupied by six buildings. They included three one-story wood frame dwellings, addressed as 3805, 3809, and 3817 Parry Avenue. Two small frame sheds were located at the northwest sides of lots 2 and 3. There was also a two-story masonry building that housed the Electric Service Company and the Camp Dick Garage, addressed as 3813 and 3815 Parry Avenue, respectively (Sanborn Insurance & Publishing Company 1922: 166; *See Continuation Sheet, Map, Page 23*). Following Parks' decision to develop these lots, all of the buildings were razed with the exception of a portion of the garage's foundation slab, which was retained to be incorporated in the new building (Gibson 1999: personal communication).

The Parks Investment Company commissioned the Dallas architectural firm, F.J. Woerner & Company, to design the new building. F.J. Woerner & Company maintained an office in suite 507 of the Central Bank Building at 1606 Main Street (*Worley's* 1931: 1921). An architect who was also the vice president of State Trust & Savings Bank, Woerner had been involved in the design and construction of several projects for the expanding local automobile retail trade. One of his most notable projects was the Epps G. Knight Building, erected seven years earlier, and billed as an "automobile department store" (*Dallas Magazine*, June 1922: 13). Financed and operated by Cox Incorporated, a local automobile service company, the facility was built by Hughes-O'Rourke Construction Company and described in an official publication of the Dallas Chamber of Commerce:

> The site and five-story fireproof building cost $333,000 and the structure has 91,000 square feet of floor space, with parking space and storage capacity on the upper floor for 500 cars. On the drive-in lower floor are a battery service station for any make of battery, open day and night; ignition and tire service; accessory department; washing and vacuum cleaning departments; drain pit for draining crank cases[;] and [a] filling station. The "automobile department store" is considered a modern step in the movement to relieve traffic congestion in Dallas, the leading automobile and tourist center of the state (Ibid.).

F.J. Woerner designed the Goodyear Tire & Rubber Company building in the Chicago commercial/industrial style of the period. Woerner's draftsmen produced plans that were labeled "Building for the Parks Investment Co.[,] Dallas[,] Architects F.J. Woerner & Co.[,] Dallas[,] Members of Amer[ican] Institute of Architects[,] Job no. 514" (Woerner 1929: 1-8; *See Continuation Sheets, Map, Pages 24-28, 30-31*). Building Permit Number 9773 was issued on April 23, 1929 to "owners," B.R. Parks and J.M. Friedman by the Dallas Building Official for a "3 story brick warehouse" (Building

Official's Record 1929: 1125). The construction cost was recorded by the agent as $40,000 (Ibid.). Completed within a year, Goodyear Tire & Rubber Company moved into the facility. Curiously, no mention in the trade press recorded the event, even though smaller corporations announced the construction or openings of new buildings and factories all the time.

When agents of the Sanborn Insurance Company prepared initial records for the building in 1930, they noted the owner as "Parks Investment Co." and "Goodyear Tire & Rubber Company, Inc.[, as the] Lessee" (Sanborn Map and Publishing Company 1930: 418). In addition, the agents recorded the building as having "Conc[crete] floors - 1st[,] 2nd & 3rd on exposed steel beams [with] steel col[umn]s [at the] 1st & 2nd [floors, and] wood posts [on the] 3rd" (Ibid.). The building's southeast (front) facade was also noted as being addressed as 3809-3821 Parry Avenue and loading docks on the northeast (side) facade, abutting the T&P siding and right-of-way were addressed as 4141-4149 Pacific Avenue. Parks Investment Company was also recorded as owning the adjacent "Filling Sta[tion] & Tire Service [company]" (Ibid.). The small structure was described as having a "conc[rete] fl[oor and a] steel roof on steel truss[es]" and four gasoline pumps (Ibid.; *See Continuation Sheet, Map, Page 29*). Sanborn agents also recorded the B.F. Goodrich Building in the same year, noting that the owner was "Parks Investment Co." The building's northwest (front) facade was also noted as being addressed as "4134-4138" Commerce Street and a loading dock on the northeast (rear) façade, abutting the T&P siding and right-of-way was addressed as "4151" Pacific Avenue (Ibid.).

Although no drawings of the B.F. Goodrich Building have been located, F.J. Woerner appears to have also designed the building. This is suggested by the blind window treatment, a feature appearing on both buildings. Building Permit Number 11473 was issued for the B.F. Goodrich Building on October 11, 1929 to "owner," Parks-Friedman Investment Company by the Dallas Building Official for a "2 story brick tire warehouse" (Building Official's Record 1929: n.p.). The construction cost was recorded by the agent as $25,000 (Ibid.). Completed within a year, B.F. Goodrich moved into the facility. As with the Goodyear Tire & Rubber Company Building, there was no mention in the trade press recording this event. It remains unclear, however, why the company located to a building that was only fifteen feet away from its foremost competitor---Goodyear. Equally unfortunate is the absence of company records for both buildings, which precludes us from knowing the exact functions of the spaces within both buildings and the number of employees hired by the two companies.

Following the completion of both buildings, an unidentified photographer recorded them. The Goodyear Tire & Rubber Company Building was photographed along with a local filling station and Goodyear tire distributor, "Skinnie & Jimmie". Skinnie & Jimmie advertised in the local press through cartoons featuring a trim, short-skirted "flapper" and her round-headed male counterpart, attired in bell bottoms, a short waist-coat, and a bow tie. Drawn by local artist John Gill, Jr., the ads used humor to promote Goodyear tires and products. Skinnie & Jimmie's shop at 3805 Parry Avenue was its second location. Store number one was operated at 1800 Young Street (*Dallas Magazine*, March 1929: 26). Two years after the company opened at the Parry Avenue location, however, the space was leased by Dunlap Swain Company, Inc. and Trinity Tire Company (Worley's 1931: 2226). The B.F. Goodrich Building was photographed with cars queued in the alley that separated it from Goodyear Tire & Rubber *(See Continuation Sheet, Photo, Page 33)*.

Goodyear's entry into the Dallas market fostered the growth and development of small independent distributors like Dunlap-Swain. The founders, Devereaux Dunlap and Jack Swain, met during World War I, and formed a strong relationship. Following their discharge from the military, the two started a small tire business at Young and Akard streets in July 1919. By 1930, the company had grown and moved to another location at Harwood and Pacific. In that same

year, the company accepted a Goodyear distributorship, took over the lease of Skinnie & Jimmie, and rapidly grew into a major force in the tire industry (*Dallas Times Herald*, March 27, 1957: E-7).

Goodyear's dealerships were arranged by state into districts – later known as divisions – and by region. The offices in the Goodyear Building served as the distribution center and accounting facilities for Goodyear stores and dealers in five states (Texas, Louisiana, Arkansas, Oklahoma, and New Mexico). By the mid-twentieth century, despite a contraction in the number of dealers that occurred during the Great Depression, the facility was upgraded to the Southwest regional offices for the company. It then served 114 stores in Texas as well as seven districts and all or part of seven states (*Dallas Morning News*, March 28, 1957, 1-A; *Dallas Times Herald* March 27, 1957: E-1). Unfortunately, the absence of company records prevents us from knowing the details of its distribution system or the functions within the building.

More important than just impacting the growth of the local Dallas economy, however, Goodyear played a significant role in Texas' rise as a petrochemical industry giant. In the late twentieth century, the production of chemicals in Texas constitutes the states largest manufacturing industry. This tremendous industry had its roots in the economy spurred by Goodyear and other rubber related ventures between 1939 and 1949. In that decade, upward of $750 million was invested in chemical plants throughout Texas. Prior to and during World War II, the development of strategies for producing synthetic rubber helped to make Texas the "Akron of the Southwest" (*Dallas Morning News*, April 18, 1942: n.p.).

The importance of rubber as a wartime-commodity was demonstrated by the Germans in World War I. Cut-off from their foreign rubber supplies by the British blockade, German troops began to lose not only their modes of transportation as trucks ran out of tires, but walking boots for their troops as well. In an effort to salvage their war efforts, the German government began experimenting with a prototype for synthetic rubber. During the last years of World War I, Germany produced approximately 2,350 tons of methyl rubber, chiefly used for hard rubber tires (Babcock 1966: 379). For several years the Germans experimented with making rubber using butadiene. By 1930, Germany had developed two variants that were linked in a chain with either styrene or with acrylonitrile.

The troubled international climate leading to war during the late 1930s and early 1940s forced the United States government to take steps to protect its own rubber future. In the early months of 1940, several efforts by the Allies to stem the programs of German armies had been aborted. Relations between Japan and the United States were on a steady decline and it was becoming apparent that the United States would soon be cut off from East India, which accounted for approximately 97% of U.S. rubber imports. Discussions ensued between Washington officials and industry executives about the joint administration of a synthetic rubber program. On June 25, 1940, just months before Pearl Harbor, the Rubber Reserve Company (RRC) was formed under the Reconstruction Finance Corporation (RFC). The RRC was charged with accumulating, stockpiling and controlling the distribution of all natural and synthetic rubber (Babcock 1966: 385).

As part of the original plan one-half of the RRC was to be owned by the government and the other half by private companies in the industry. The Defense Plant Corporation, another subsidiary of the RFC, signed lease agreements with the four largest rubber companies – Goodyear, Firestone, Goodrich and United States Rubber. The companies were ordered to construct and operate synthetic rubber plants, each producing 2,500 tons of synthetic rubber per year at a cost of $1.25 million (Ibid.: 388). The production amount would continually increase as the need generated by war escalated. It became apparent from the beginning of the rubber crisis that Texas was ideally suited for rubber manufacturing because of its "huge and dominating oil supply and refining business" (*Dallas Times Herald*, June 15, 1943: n.p.). Texas

maintained at the time more than one-half of the nation's petroleum and natural gas reserves *(Dallas Morning News*, February 6, 1942: n.p.). The petroleum and natural gas industries were the only commercial sources available, producing butadiene from butylene and butane. The petroleum industry and the War Production Board worked together to gather more stores of butadiene, which was in great demand. Texas senators rushed to cooperate with the Federal government. Senator W.R. Poage was quick to point out that "if [Texas] dawdles...we will see pictures in the papers of rubber plants going up in other sections of the country"(*Dallas Morning News*, February 6, 1942: n.p.).

President Franklin D. Roosevelt formed a committee headed by Bernard Baruch to oversee rubber policies in the U.S. Baruch appointed William Jeffers as the "rubber czar" charged with the coordination and construction of a synthetic rubber industry. In what would become known as the *Baruch Report*, the committee wrote:

> Of all critical and strategic materials, rubber is the one which presents the greatest threat to the safety of our nation and the success of the Allied cause. If we fail to secure quickly a large new rubber supply our war effort and our domestic economy will collapse. . .the rubber situation gives rise to our most critical problem.

On February 12, 1942, corporate leaders from Houston, San Antonio, Fort Worth, Austin and Dallas met at the Dallas Republic Bank to work out the details of a Texas-based corporation that would pilot the state's attempt to obtain a synthetic rubber industry. Two months later, on April 18, the War Department awarded contracts for synthetic rubber plants with an annual capacity of 700,000 tons. The majority of the plants were slated for Texas.

In June of 1943, A.C. Horrocks, then public relations counsel for Goodyear, toured several civic clubs in Texas discussing the rubber industry. Horrocks was quoted in the June 20, 1943 issue of the *San Antonio Express* as saying that "[if] the war did not nothing else, it made the United States independent for rubber." He continued by saying that "Texas furnishes a great deal of the products of synthetic rubber. . .and after this war Texans will find their state keeping a lot of new people and getting a lot of new industry" (*San Antonio Express*, June 20, 1943: n.p.).

On February 24, 1944, the world's largest petroleum-derived butadiene rubber plant opened in Port Neches, Texas. The construction of the plant involved an estimated overall investment of $100 million and was built by the defense corporation, requiring the labor of 8,000 workers for almost 18 months (*Dallas Morning News*, February 24, 1944: n.p.). By October 7, 1944, according to the *Dallas Morning News*, Texas had 13 synthetic rubber plants and was producing 40% of all butadiene-based rubber in the United States.

The end of World War II saw the ranking of Goodyear as the nation's foremost supplier of products for the armed forces. The company expanded its product line to include an Aviation Products Division, with one location in Dallas. Beginning with World War II, this division began manufacturing airplane tires and tubes, brakes, rims, rolligons, life rafts, fuel tanks and storage systems, radar antenna, guided missiles and missile guidance systems.
In 1951, Goodyear became the first company in the industry to pass the billion dollar mark in sales (*Dallas Times Herald*, May 22, 1955: 20). In 1952, the government began to divest from the RCC and on September 14, 1952, the *Dallas Times Herald* reported the sale of eight rubber plants in Texas to the companies that had operated them during the war. The companies included Philips Chemical Company, Goodyear, General Tire & Rubber, Humble Oil, Goodrich and U.S. Rubber. A photograph in the same issue of the *Dallas Times Herald* captured the Goodyear Synthetic Rubber Corporation and U.S. government officials transferring a Houston rubber plant from government ownership to Goodyear for $12.89 million.

During World War II, B.F. Goodrich had formed the B.F. Goodrich Chemical Company to conduct its research experiments for the U.S. government; this proved to be an action that transformed the company. Having created polyvinyl chloride (PVC) for the government, B.F. Goodrich found a sizable peacetime market for its invention. Between 1966 and 1971, production of PVC in the U.S. doubled from 1.2 billion pounds to 2.4 billion. Goodrich kept the pace, producing nearly 456 million pounds per year (Blanckford and Kerr 1996: 124).

The B.F. Goodrich Company remained at 4136 Commerce Street until 1946. In that year, a new district office was opened at 1215 Lamar Street and the company offices were relocated to that site. The Commerce Street building was then owned by and leased to various companies until 1999.

Eleven years later, suffering from similar growing pains, Goodyear opened a new headquarters building in the Brookhollow Industrial District – in the nearby suburb of Farmers Branch (*Dallas Times Herald*; March 27, 1957: E-1). A 441' x 240' facility with some 150,000 square feet of floor space, the new headquarters called for the consolidation of all Goodyear satellite offices into one central location. Within five years, the Goodyear Tire & Rubber Company central office at the Parry Avenue location had moved all its employees to Brookhollow. B.R. Parks, Jr. leased the then vacant space to Continental Storage for seven years. The building was later sold to Howard B. (H.B.) Wolf Company in 1964--a clothing company. H.B. Wolf occupied the building for over three decades until it was purchased, along with the B.F. Goodrich Building, by Block 809 Ltd. in March 1999. Both buildings were rehabilitated in 2000 as office and residential lofts, and retain their integrity of location, setting, workmanship, design, feeling, and association.

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10. GEOGRAPHICAL DATA

ACREAGE OF PROPERTY: 1.04 acres

UTM REFERENCES

	Zone	Easting	Northing	
1	14	709240	3628300	(B.F. Goodrich)
2	14	709280	3628320	(Goodyear)

VERBAL BOUNDARY DESCRIPTION (see continuation sheet 10-21)

BOUNDARY JUSTIFICATION The nomination includes all property historically associated with the buildings.

11. FORM PREPARED BY (with assistance from Sandra Marshall, THC historians)

NAME/TITLE: Stan Solamillo and Rosa Clipper-Fleming

ORGANIZATION:

DATE: July 14, 2000

STREET & NUMBER: 2907 N. Hampton Road

TELEPHONE: (214) 688-1596

CITY OR TOWN: Dallas **STATE:** TX **ZIP CODE:** 75202

ADDITIONAL DOCUMENTATION

CONTINUATION SHEETS

MAPS

PHOTOGRAPHS (see continuation sheet Photo-27)

ADDITIONAL ITEMS (see continuation sheets Figure-22 through Figure-26)

PROPERTY OWNER

NAME: David Gibson, Block 809 Ltd.

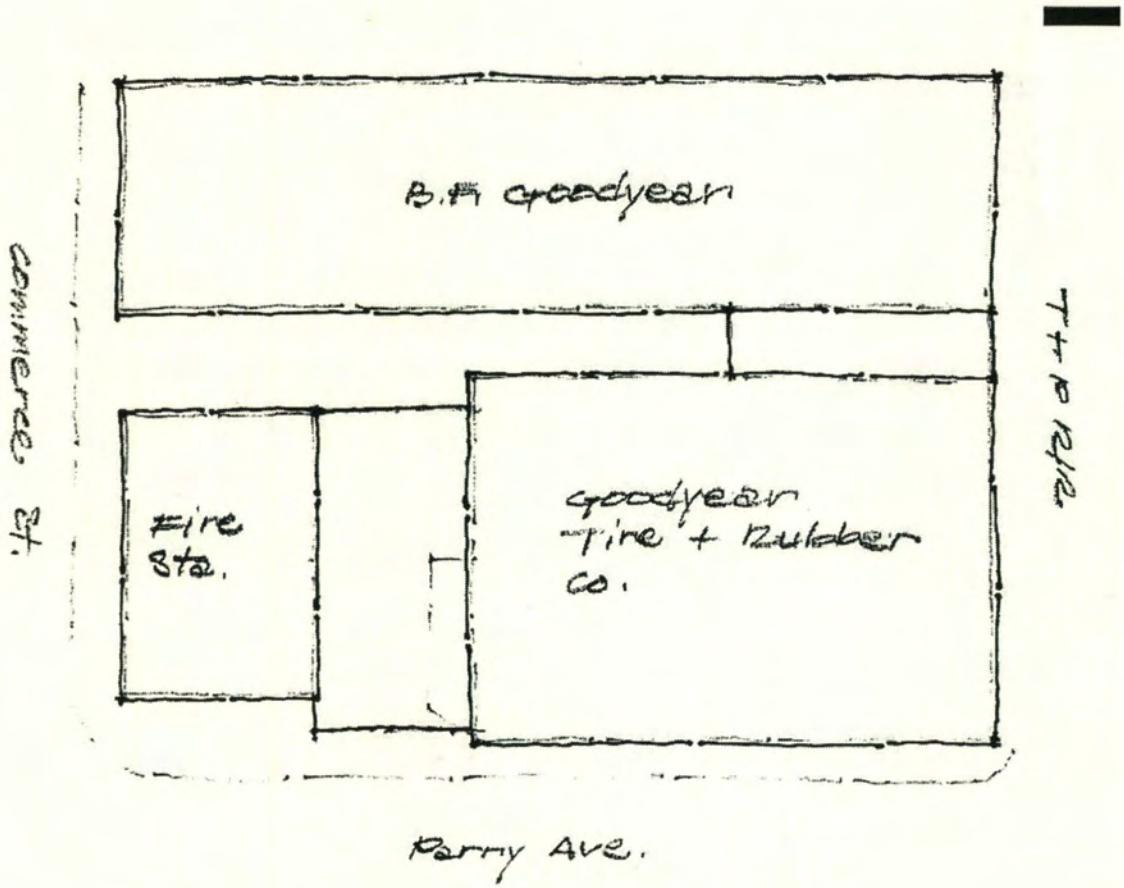
STREET & NUMBER: 820 Exposition

TELEPHONE: (214) 821-3411

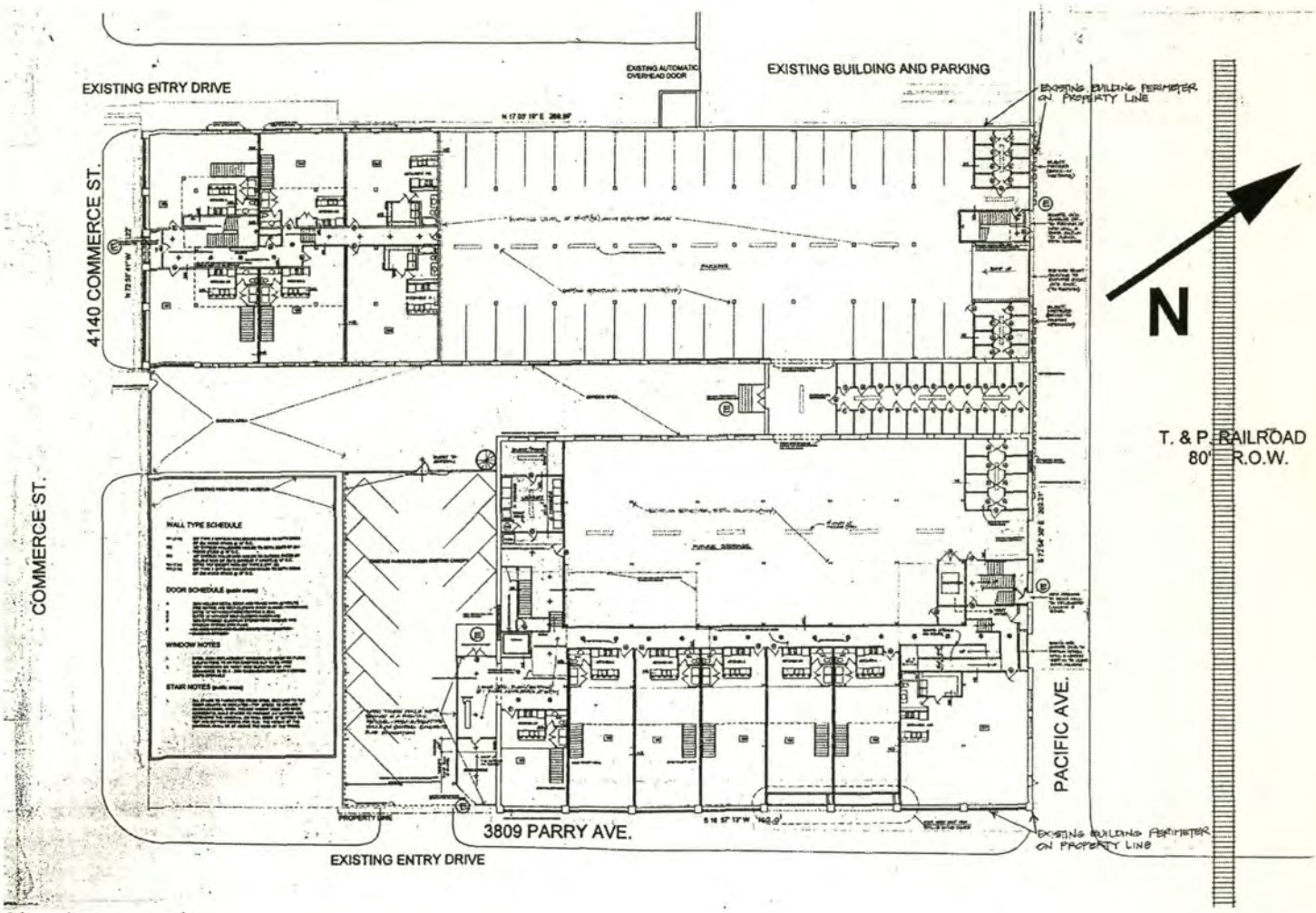
CITY OR TOWN: Dallas **STATE:** TX **ZIP CODE:** 75226

VERBAL BOUNDARY DESCRIPTION: BEGINNING at the intersection of the southwest right-of-way line of Pacific Avenue with the northwest right-of-way line of Parry Avenue;
THENCE southwest, along the southeast property line and along the northwest right-of-way line of Parry Avenue for a distance of 162.00 feet;
THENCE northwest along the southeast property line for a distance of 0.34 feet;
THENCE southwest along the southeast property line for a distance of 46.00 feet to an "x" set in concrete and the easternmost corner of a tract of land conveyed to the City of Dallas;
THENCE northwest along the southwest property line for a distance of 111.00 feet and northernmost corner of the City of Dallas tract on the east line of a sixteen-foot alley;
THENCE northeast, along the most easterly northwest property line and along the east line of said 16-foot alley for a distance of 76.00 feet to a PK nail set on an interior corner;
THENCE northwest leaving the east line of the alley for a distance of 16.00 feet to a PK nail set on the west line ofsaid 16-foot alley;
THENCE southwest along the most westerly southeast property line and along the west line of said 16-foot alley for a distance of 140.00 feet to an "x" set in concrete, on the north right-of-way line of Commerce Street;
THENCE northwest, along the most southern southwest property line and along the north right-of-way line of Commerce Street for a distance of 75.22 feet to an "x" set in concrete at the most westerly southwest corner;
THENCE northeast along the common property line for a distance of 269.99 feet to the most easterly northeast corner;
THENCE southeast from the most northerly northeast property line along the southwest right-of-way line of Pacific Avenue for a total distance of 202.21 feet to the POINT OF BEGINNING.

BOUNDARY JUSTIFICATION The nomination includes all property historically associated with the buildings.



Sketch map. Not to scale



Site plan; no scale

(L-R): B.F. Goodrich Building, Hose Co. #3, Goodyear Building
1999 photo on file with THC

The Goodyear Tire & Rubber Company Building as it appeared upon completion (unidentified photographer 1929, *Courtesy of the Gibson Company, Inc.*).

The B.F. Goodrich Company Building as it appeared upon completion (unidentified photographer 1929, *Courtesy of the Gibson Company, Inc.*).

Goodyear Tire & Rubber Co. Building
3809 Parry Avenue
Dallas, Dallas County, Texas
Photographed by David Gibson
June 1999
Negatives on file at Block 809 Ltd.

Photograph 1 of 6
Front (southeast) façade before rehabilitation, camera facing northwest

Photograph 2 of 6
Side (northeast) façade, camera facing southwest

Photograph 3 of 6
Southeast oblique before rehabilitation, showing hyphen, rear of Goodyear building, southwest side, rear of metal canopy, and rear of Firefighters Museum. Camera facing northeast

B. F. Goodrich Co. Building
4136-4140 Commerce Street
Dallas, Dallas County, Texas
Photographed by David Gibson
April 1999
Negatives on file at Block 809 Ltd.

Photograph 4 of 6
Front (southwest) façade before rehabilitation, camera facing northeast.

Photograph 5 of 6
Side (southeast) façade before rehabilitation, camera facing north.

Photograph 6 of 6
Rear (northeast) façade, camera facing southwest.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Goodyear Tire and Rubber Company Building and B.F. Goodrich Building

MULTIPLE NAME:

STATE & COUNTY: TEXAS, Dallas

DATE RECEIVED: 1/04/02 DATE OF PENDING LIST: 1/29/02
DATE OF 16TH DAY: 2/14/02 DATE OF 45TH DAY: 2/19/02
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 02000009

REASONS FOR REVIEW:

APPEAL:	N	DATA PROBLEM:	N	LANDSCAPE:	N	LESS THAN 50 YEARS:	N
OTHER:	Y	PDIL:	N	PERIOD:	N	PROGRAM UNAPPROVED:	N
REQUEST:	N	SAMPLE:	N	SLR DRAFT:	N	NATIONAL:	N

COMMENT WAIVER: N

___ACCEPT ___RETURN ___REJECT _____DATE

ABSTRACT/SUMMARY COMMENTS:

Property has been listed on the National Register. However, due to damage caused by irradiation of mail, we are asking you to provide a replacement copy of the nomination form, USGS map, and photographs.

RECOM./CRITERIA Accept A & C / Replacement copy needed due to irradiation

REVIEWER LMcClelland DISCIPLINE

TELEPHONE 202-343-9544 DATE 2/19/02

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

GOODYEAR TIRE & RUBBER CO. BUILDING

3809 PARRY AVENUE

DALLAS, DALLAS CO., TEXAS

PHOTOGRAPH 1 of 6


Fashion Showroom

GOODYEAR TIRE & RUBBER CO. BUILDING

3809 PARRY AVENUE

DALLAS, DALLAS CO., TEXAS

PHOTOGRAPH 2 of 6


MUSEUM
MUSEUM

GOODYEAR TIRE & RUBBER CO. BUILDING
3809 PARRY AVENUE
DALLAS, DALLAS CO., TEXAS
PHOTOGRAPH 3 of 6


200

B.F. GOODRICH BUILDING
4136-40 COMMERCE STREET
DALLAS, DALLAS CO., TEXAS

PHOTOGRAPH 4 of 6

B.F. GOODRICH BUILDING
4136-40 COMMERCE STREET
DALLAS, DALLAS CO., TEXAS

PHOTOGRAPH 5 of 6

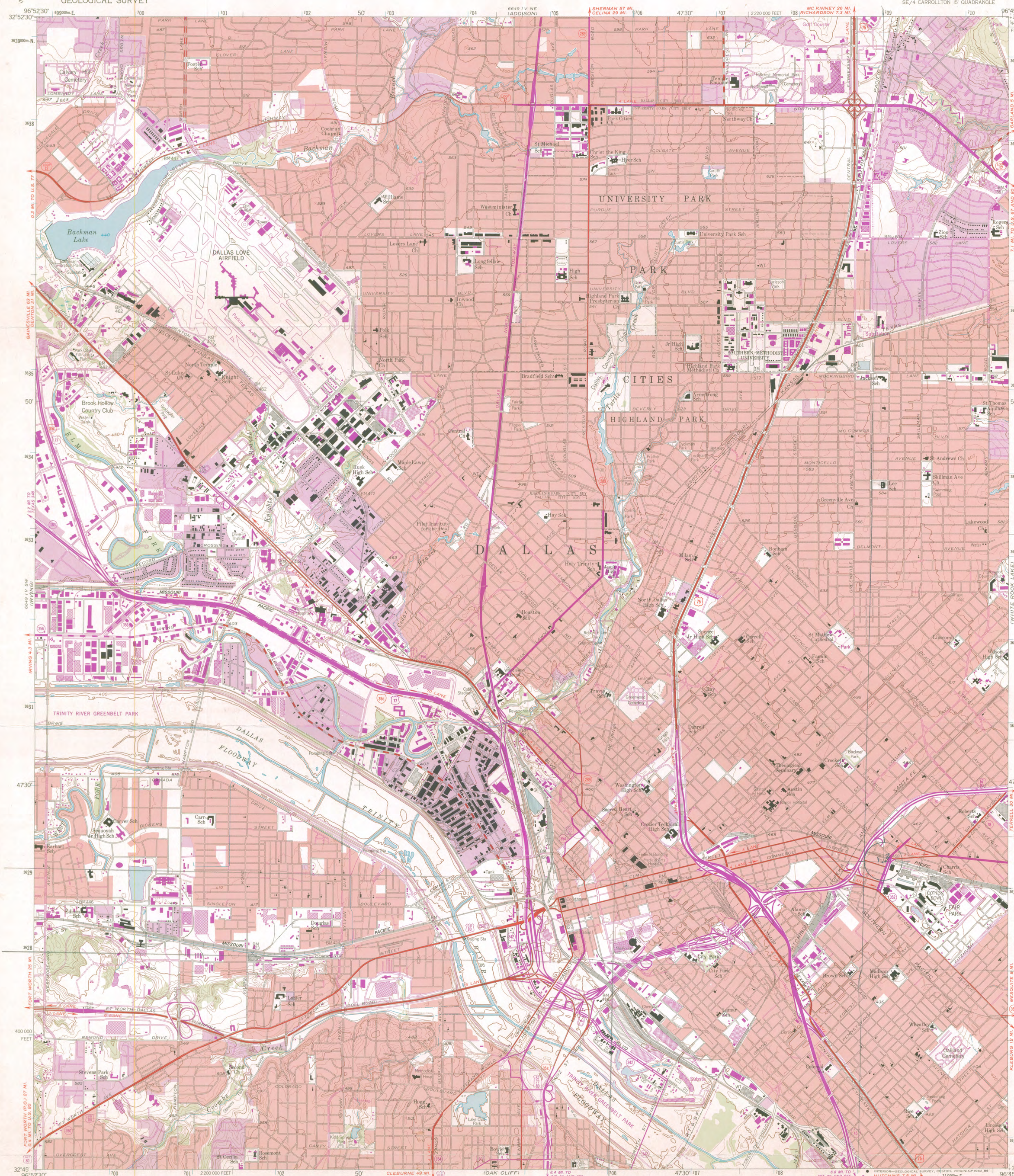
B.F. GOODRICH BUILDING
4136-40 COMMERCE STREET
DALLAS, DALLAS CO., TEXAS

PHOTOGRAPH 6 of 6

UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY

DALLAS QUADRANGLE

TEXAS-DALLAS CO.
7.5 MINUTE SERIES (TOPOGRAPHIC)
SE/4 CARROLLTON 15' QUADRANGLE



Mapped, edited, and published by the Geological Survey

Control by USGS and NOS/NOAA

Culture and drainage in part compiled from aerial photographs taken 1952 and 1956. Topography from City of Dallas surveys 1954 and by planetable surveys 1958

Polyconic projection. 10,000-meter grid ticks based on Texas coordinate system, north central zone. 1000-meter Universal Transverse Mercator grid ticks, zone 14, shown in blue. 1927 North American Datum. To place on the predicted North American Datum 1983 move the projection lines 10 meters south and 26 meters east as shown by dashed corner ticks

Red tint indicates areas in which only landmark buildings are shown

Revisions shown in purple and woodland compiled from aerial photographs taken 1978 and other sources. This information not field checked. Map edited 1981

Purple tint indicates extension of urban areas

MN GN 7° 124 MILS 1°11' 21 MILS

UTM GRID AND 1981 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET

SCALE 1:24 000

1 ½ 0 1 MILE

1000 0 1000 2000 3000 4000 5000 6000 7000 FEET

1 .5 0 1 KILOMETER

CONTOUR INTERVAL 10 FEET
NATIONAL GEODETIC VERTICAL DATUM OF 1929

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

TEXAS
QUADRANGLE LOCATION

3296-331

ROAD CLASSIFICATION

Heavy-duty — Light-duty
Medium-duty — Unimproved dirt

Interstate Route — U. S. Route — State Route

DALLAS, TEX.
SE/4 CARROLLTON 15' QUADRANGLE
N3245—W9645/7.5

1958
PHOTOREVISED 1981
DMA 6649 IV SE—SERIES V882

INTERIOR—GEOLOGICAL SURVEY, RESTON, VIRGINIA—1982, 86

(2) GOODYEAR TIRE & RUBBER COMPANY BUILDING
3809 PARRY AVE. (GOODYEAR & 4136 40 COMMERCE ST. (GOODRICH)
DALLAS, DALLAS CO. TEXAS
UTM REFERENCES: 14/1-709240/3628300
2-709280/3628320

(1) B.F. GOODRICH BUILDING