

**Dallas Landmark Commission  
Landmark Nomination Form**

**1. Name**

Historic: *Goodyear Tire & Rubber Company Building*  
and/or common: *Goodyear Building*  
Date: *1929*

**2. Location**

Address: *3809-3821 Parry Avenue*  
Location/neighborhood: *Fair Park/South Dallas*  
Block: *809*      lot: *1-5*      land survey: *Gaston Survey*      tract size: *1.04 ac.*

**3. Current Zoning**

Current zoning: *PDD 269*

**4. Classification**

<u>Category</u>	<u>Ownership</u>	<u>Status</u>	<u>Present Use</u>	<u>_____</u>
<input checked="" type="checkbox"/> <u>District</u>	<input type="checkbox"/> <u>Public</u>	<input type="checkbox"/> <u>occupied</u>	<input type="checkbox"/> <u>Agricultural</u>	<input type="checkbox"/> <u>museum</u>
<input checked="" type="checkbox"/> <u>Building(s)</u>	<input checked="" type="checkbox"/> <u>private</u>	<input checked="" type="checkbox"/> <u>unoccupied</u>	<input type="checkbox"/> <u>Commercial</u>	<input type="checkbox"/> <u>park</u>
<input type="checkbox"/> <u>Structure</u>	<input type="checkbox"/> <u>both</u>	<input checked="" type="checkbox"/> <u>work in progress</u>	<input type="checkbox"/> <u>Educational</u>	<input type="checkbox"/> <u>residence</u>
<input checked="" type="checkbox"/> <u>Site</u>	<u>Public</u>	<u>Accessibility</u>	<input type="checkbox"/> <u>Entertainment</u>	<input type="checkbox"/> <u>religious</u>
<input type="checkbox"/> <u>Object</u>	<u>Acquisition</u>	<input checked="" type="checkbox"/> <u>yes:restricted</u>	<input type="checkbox"/> <u>Government</u>	<input type="checkbox"/> <u>scientific</u>
	<input type="checkbox"/> <u>in progress</u>	<input type="checkbox"/> <u>yes:unrestricted</u>	<input type="checkbox"/> <u>Industrial</u>	<input type="checkbox"/> <u>transportation</u>
	<input type="checkbox"/> <u>being considered</u>	<input type="checkbox"/> <u>no</u>	<input type="checkbox"/> <u>Military</u>	<input checked="" type="checkbox"/> <u>other, specify</u>
				<input type="checkbox"/> <u>Vacant</u>

**5. Ownership**

Current Owner: *Block 809 Ltd.*  
Contact: *David Gibson/Gene Dennis*      Phone: *214.821.3411*  
Address: *820 Exposition*      City: *Dallas*      State: *Texas*      Zip: *75226*

**6. Form Preparation**

Date: *11.07.99*  
Name(s) & Title(s): *R. Clipper-Fleming and S. Solamillo for John Miller - Consultant*  
Organization: *The John Miller Company*  
Contact: *John Miller*      Phone: *214.303.1925*

**7. Representation on Existing Surveys**

Alexander Survey (citywide) local state national National Register  
H.P.L. Survey (CBD) A B C D Recorded TX Historic Ldmk  
Oak Cliff TX Archaeological Ldmk  
Victorian Survey  
Dallas Historic Resources Survey, Phase \_\_\_ high \_\_\_ medium \_\_\_ low

For Office Use Only

Date Rec'd: \_\_\_ Survey Verified: Y N by: \_\_\_ Field Check by: \_\_\_ Petitions Needed: Y N  
Nomination: Archaeological Site Structure(s) Structure & Site District

**8. Historic Ownership**

Original owner: Parks Investment Company  
Significant later owner(s): Howard B. Wolf Company

**9. Construction Dates**

Original: 1929  
Alterations/additions: ca. 1964

**10. Architect**

Original construction: F.J. Woerner Company  
Alterations/additions: Indeterminate

**11. Site Features**

Natural: N/A  
Urban design: N/A

**12. Physical Description**

Condition, check one:  excellent  deteriorated  unaltered  original site  
 good  ruins  altered  moved(date \_\_\_)  
 fair  unexposed

Describe present and original (if known) physical appearance. Include style(s) of architecture, current condition and relationship to surrounding fabric (structures, objects, etc). laborate on pertinent materials used and style(s) of architectural detailing, embellishments and site details.

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The Goodyear Tire & Rubber Company Building was erected in 1929 on the north side of Parry Avenue, across the street from the Texas State Fair Grounds. The front façade was constructed of rusticated masonry and embellished with decorative brickwork in contrasting colors, cast concrete coping and other decorative details, as well as 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 5 Hook and Ladder Company (1907), as well as a filling station. The filling station was removed at an indeterminate date and the fire station, now also a Dallas Landmark, is occupied by the Dallas Firefighters' Museum.

The Goodyear Tire & Rubber Company is a well-preserved and intact example of Vernacular Commercial office and warehouse buildings that were constructed in Dallas in the second quarter of the twentieth century. Designed by the local architectural firm, F.J. Woerner & Company, it features an eclectic mixture of stylistic elements. The practice of incorporating details from different architectural styles was common for a whole class of buildings that were erected in the Fair Park area. Built on speculation by local developer, B.R. Parks, and leased by Parks Investment Co., the building is oriented perpendicular to the B.F. Goodrich Building, with the principle facades located so that they face two different arterials, Parry Avenue and Commerce Street, thereby providing separate and distinct entries.

Located at the intersection of Parry Avenue and Commerce Street, the building's site gently slopes northeast-southwest and is located 57'-5" from the centerline of the former Texas & Pacific (T&P) Railroad trackway (Figures 11-14). Stone ballast from the trackway, which is slightly elevated, 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 both Parry Avenue and Commerce Street with concrete curb cuts for vehicular access at the southwest corner. In addition, pedestrian access is provided on the southwest sides of both buildings as well as in the southwest bay of the Goodyear Tire and Rubber Co. Building.

The entire site has been paved and there is a covered parking lot beneath a metal canopy that is attached to the southwest side of the Goodyear Building. The canopy features a turn-of-the-century cupola that has been added at an indeterminate date. It is surmounted by a metal finial. 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 24 1/2" "I" beams, laid northeast-southwest, and trusses of indeterminate dimension and spacing, also laid northeast-southwest. The columns have been stamped, "CARNEGIE USA." The canopy is sloped northwest-southeast and its soffit is covered in standing seam metal roofing, laid northeast-southwest.

The building is oriented southeast-northwest and measures 160'-6" x 109'-0" (Figures 15-18). It is three stories in height, eight bays in width, and six bays in depth. 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 and an operable six-light metal sash is provided in the lower half of each casement for ventilation. They are simply detailed with rowlock sills and soldier course lintels in dark brown colored brick, and include cast concrete keystones. Constructed of variegated buff to light brown colored brick, each bay features a blind brick frieze beneath the second floor fenestration that is bordered in dark brown colored brick and punctuated with four rotated 4 1/2" x 4 1/2" glazed turquoise tiles.

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The bays are enframed by variegated buff to light brown colored brick piers with simple concrete bases that feature two 4 ½" x 4 ½" glazed turquoise tile inserts. Another rotated tile of similar color and dimension is located near the top of each pier, beneath a projecting string course of dark brown colored brick. The piers are also capped with cast concrete coping and feature cast concrete panels decorated with shields as well as 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 colored brick, and finished with cast concrete coping and cast concrete brackets. The roof slopes southeast-northwest, and is drained by scuppers that are located on the northwest (rear) facade.

The northwest (rear) facade faces an interior auto court that is 20'-0" in width. Constructed of variegated orange brick with hues similar to the northeast (side) and northeast (side) facades, the building is fenestrated with twenty-five 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 addition that was built to provide a connection between the Goodyear Tire & Rubber Co. and the B.F. Goodrich Buildings. A metal fire escape is attached to this facade with egress provided by an exit door that is located on the third floor in the third bay.

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

The fourth bay from the southeast corner is unfenestrated and 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 at the first floor in the third and fifth bays, respectively, and another door for egress is located in the fifth bay. The remaining windows in the northwest facade are twenty-five light metal casements which are simply detailed with soldier course lintels and cast concrete sills. A blind end wall of a one-story addition that was built to provide a connection between the Goodyear Tire & Rubber Co. and the B.F. Goodrich Building is also located along this facade.

The southwest (side) facade is partially obscured at the ground floor by the metal canopy. The first floor is unfenestrated except for a modern metal and glass entry lobby that projects from the facade towards 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 has been painted grey. The waterproofing coating extends above the canopy. The first bay of the facade repeats the formal design of the northeast (side) and variegated buff to light brown brick color. The window openings, however, though detailed similarly, have been infilled. The entire facade is unfenestrated and the blind wall is constructed of variegated brick in hues similar to the southeast (side), northeast (side) and northwest (rear) facades.

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The interior column spacing of the Goodyear Tire & Rubber Co. Building varies in dimension from northeast-southwest and northwest-southeast. The northwest-southeast spacing is on 18'-0" centers, while the northeast-southwest spacing is 19'-10". On the first and second floors, the columns are 9" x 10" "H" beams and they support 8 1/2" x 22" "I" beams. These beams in turn, support 6 1/2" x 12 1/2" "I" beams, which are used as joists that are 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 1/2" 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 that is comprised of wood framing members of indeterminate dimension and spacing.

The office spaces of the Goodyear Tire & Rubber Co. Building (added ca. 1950 or later) have been relegated to the southwest side of the building, while the warehouse space is located on the northeast, and floor-to-floor access was historically provided by means of a service elevator and stair. Loading docks located in the third and fourth bays from the southeast corner of the building presumably provided the receiving and shipping functions of the Goodyear Tire and Rubber Co. and they were outfitted with a floor scale that was manufactured by the Buffalo Scale Company. The original offices have walls that are finished with plaster, 1" in thickness throughout, and have been painted. The steel columns in the offices have also been finished with plaster over metal lath and have been painted. The walls are trimmed with 6" wood baseboard and 1" thick quarter round. Individual offices are entered through three-panel wood doors that are glazed with a single light. The floor finish of the first floor offices is carpet while the floor finish of the offices in the succeeding floors is 12" x 12" or 6" x 6" linoleum, laid in a "checker board" pattern, in black and white (replacement) or red and brown (original), respectively.

### ***13. Historical Significance***

*Statement of historical and cultural significance. Include: cultural influences, special events and important personages, influences on neighborhood, on the city, etc.*

The Goodyear Tire & Rubber Co. Building at 3809 Parry Avenue was constructed in 1929 and occupied in 1930. For thirty-three years, it housed the Southwest Regional division office of what was then the largest tire and rubber company in the world. The building was erected in what is regarded in the late twentieth century as "South Dallas/Fair Park". It is nominated to the National Register of Historic Places at both local and regional levels of significance, under Criterion A, in the Area of Industry, for its association with the Goodyear Tire & Rubber Company; under Criterion B, in the Area of Social History for its association with B.R. Parks, Sr. and his Parks Investment Company; and under Criterion C, in the Area of Architecture, as a good example of a Vernacular Commercial office building of the early twentieth century.

The building was originally owned and constructed on speculation by the Parks family, under the auspices of the Parks Investment Company. The company was started by Bower Rutherford Parks, Sr., who is more commonly referred to as B.R. Parks. A turn-of-the-century Dallas developer, B.R. Parks, Sr. is credited with the construction of several office and warehouse buildings in the Central Business District along Elm, Ross, Harwood, Akard and in the Fair Park area. The list of businesses for whom he constructed buildings for and leased to also included: B.F. Goodrich, the Fair Park Hotel, Nehi Bottling Company, St. Louis Paint and the Railway Express Agency. B.R. Parks, Sr. died in 1937. His son, B.R. Parks, Jr. took over the company shortly thereafter and expanded the Parks family investments into the heart of South Dallas.

A self-made man, Rutherford Parks 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 was 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, who were major land owners 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-1890's, 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 significantly contributed to the residential development of the area around what is currently referred to as South Dallas/Fair Park. Early during the 1900s, the Parks Investment Company began to purchase large tracts of land south of Haskell Avenue, north of the Texas & Pacific (T&P) Railroad and north of Spring Avenue for future development. Abutted by a lumber mill, the area purchased by the Parks Family came to be known in the vernacular as "Mill City".

Inspired by the development and success of other segregated, working class communities that were platted near industry by Anglo developers throughout the city, B.R. Parks, Sr. began the development of the Wah Hoo Addition in 1926. The southeast section of the addition was platted and construction of dwellings was begun. Simultaneously, Parks began the development of the Dixieland Addition along Penelope and Lagow Streets. A residential development that was slated to house African-Americans, the community attracted working class people from Louisiana who were recruited by Parks to work at the

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lumber mill. Mill employees were able to purchase two- or three-bedroom wood frame homes in the addition.

When the Depression hit in 1929, however, a vast majority of the families were unable to pay their mortgages and were forced to sell their property. Initially, Parks purchased much of the improvements back from the owners. Eventually, however, the effects of the Great Depression forced the Parks family to sell off most of the property. With bankruptcy looming in the air, the Wah Hoo Addition was never completed. Despite this fact, Parks' attempts to construct housing for African-Americans was significant. Segregation had forced persons of color into small segments of the city, more specifically, those portions of the city considered unsuitable for habitation by Anglos. In the 1880s and 1890s, many developers had built substandard housing in what was called the Cotton Mill Addition for habitation by black families in South Dallas, then called "The Prairie."

In the twentieth century, however, the Cotton Mill Addition came to be known as an area replete with consumption, disease and deteriorating housing stock because of its siting next to an outfall from Wah Hoo Lake. Parks attempted to develop a higher grade of housing stock for black families and to create true neighborhoods in that portion of the city. Although the Depression forced the Parks to sell most of their assets in the community, the Dixieland Addition and the beginnings of the Wah Hoo Addition initiated the development of a self-contained, self-supported enclave for African-Americans.

A segregated society wherein Lagow Street was the dividing line between black and white South Dallas. Mill City eventually possessed all the businesses and commerce necessary to cater to community service needs. Second Avenue was a center for commerce---housing Levine's, Morris Dry Goods, a dry cleaners, a drugstore, multiple restaurants and Dealsey movie theatre. An African-American family owned the first Mobil Gas Station in the area at the corner of Copeland and Lagow. A drugstore, complete with a soda fountain was located at the corner of Foreman and Spring Streets. For leisure activities, residents went to Wah Hoo Park, an extension of the residential addition. With the advent of integration, Black families began to leave the community, and the area began to suffer from economic divestment. In 1951, as the area continued to decline, the Dallas Housing Authority purchased a large portion of the remaining Parks family holdings to expand the Frazier Courts Family Development. A 288-unit complex, the expansion was described in the local press as "the first public housing project built in Dallas since 1943" (*Dallas Times Herald*, May 28, 1950: 5-1).

At the time when the Parks Investment Company erected the building for the Goodyear Tire & Rubber Company, Dallas was 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). At the end of the decade, 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. Major railways linked Dallas to other urban areas like Chicago and St. Louis and the discovery of oil in East Texas garnered Dallas further prominence and importance as a commercial and trade mecca. In 1929, to further promote

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the City's business climate, the Dallas Chamber of Commerce began a massive country-wide campaign, spending nearly \$500,000 on advertisements.

The arrival of national tire companies like Goodyear Tire & Rubber to Dallas came from the explosive growth of the automobile industry 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, Reo, and Chrysler. By 1913, the company had become the forerunner in the industry when it developed the present-day corded tire. In 1920, Goodyear was spending nearly \$20 million on magazine advertising alone (Blanckford 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 (Blanckford and Kerr 1996: 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 rose 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" which 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, who sold Cadillacs at 156-158 Elm street, and the Fort Worth & Dallas Automobile Company, who operated an agency, garage, and store room 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).

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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. 1983: 21). In that same year the State Fair held the first automobile show in Texas. Within fifteen years the number of dealerships had been reduced to twenty-six and together, they staged an annual automobile show every spring. Among the makes offered, were included Ford, Chevrolet, Buick, Cadillac, Dodge, and Oldsmobile, in addition to the Kissel Kar, Hupmobile, Stearns, Paige, Marion and Milburn Electric (Ibid.: 32).

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 the 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 otherwise 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 main line track of the Texas & Pacific (T&P) Railway that intersected with the Gulf, Colorado & Santa Fe (GC&SF) Railway at Pacific and North Central 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 increasingly vast

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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 one of Parks' speculative venture of that year---already were occupied by six buildings (Figure 1). 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). 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 officed 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, which was then 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 fire-proof 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 vernacular style of the period. Company draftsmen produced plans in 1929 (Figures 2-6). The first sheet of the construction

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documents was titled, "Building for the Parks Investment Co.[,] Dallas[,], Architects F.J. Woerner & Co.[,] Dallas[,], Members of Amer[ican] Institute of Architects[,], Job no. 514" (F.J. Woerner & Company 1929: 1-8).

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 (Figure 9), 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[rete] 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.).

Following the building's completion, an unidentified photographer recorded the Goodyear Tire & Rubber Company, along with a local filling station and Goodyear tire distributor---Skinnie & Jimmie (Figure 10). Skinnie & Jimmie advertised in the local press through cartoons that featured two characters---a trim, short-skirted "flapper" and her male counterpart, who appeared round-headed, attired in bell bottoms with 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).

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 in 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 in July of 1919. By 1930, the company had grown to the point that it was 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. The states included: Texas, Louisiana, Arkansas, Oklahoma, and New Mexico. By the mid-twentieth century, despite a contraction in the number of dealers that

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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).

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 World War I, German scientists began to experiment with a prototype for synthetic rubber. During the last years of World War I, Germany produced approximately 2,350 tones 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 of the late 1930s and early 40s 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.

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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 the "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 (Ibid.).

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 was constructed 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

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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.

In 1957 Goodyear erected 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. Wolf Company in 1964---a clothing company. H.B. Wolf occupied the building for over three decades until it was purchased by the Gibson Company and transferred to Block 809 Ltd. in March 1999.

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**15. Attachments**

*District or Site Map*

*Site Plan*

*Photos (historic & current)*

*Additional descriptive material*

*Footnotes*

*Other: \_\_\_\_\_*

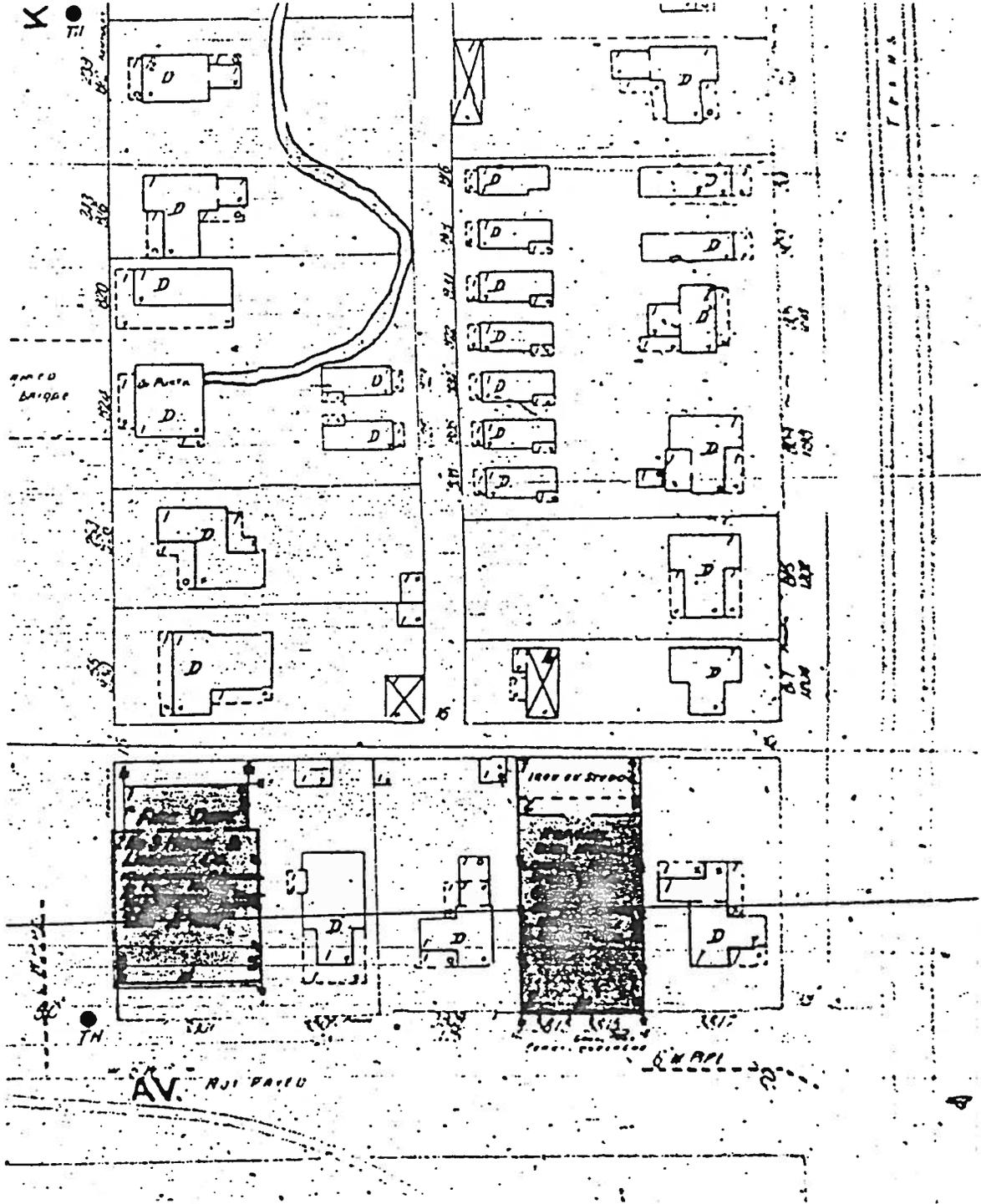


Figure 1. Insurance map showing Lots 2-5 of Block 809 in 1922 (Sanborn Insurance & Publishing Company 1922: 166).

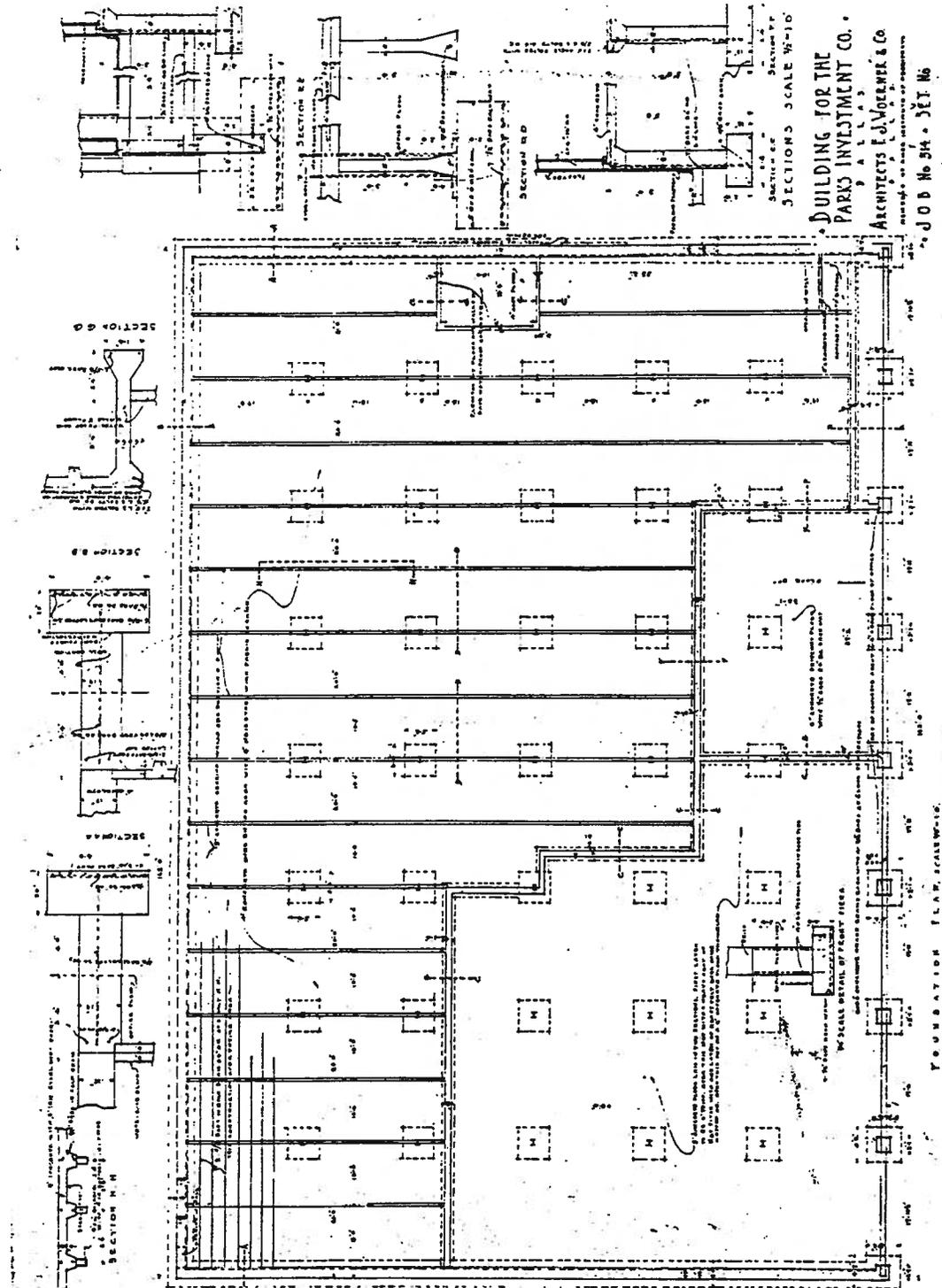


Figure 2. Foundation Plan and details for the Goodyear Tire & Rubber Company Building (F.J. Woerner & Company 1929: 1).

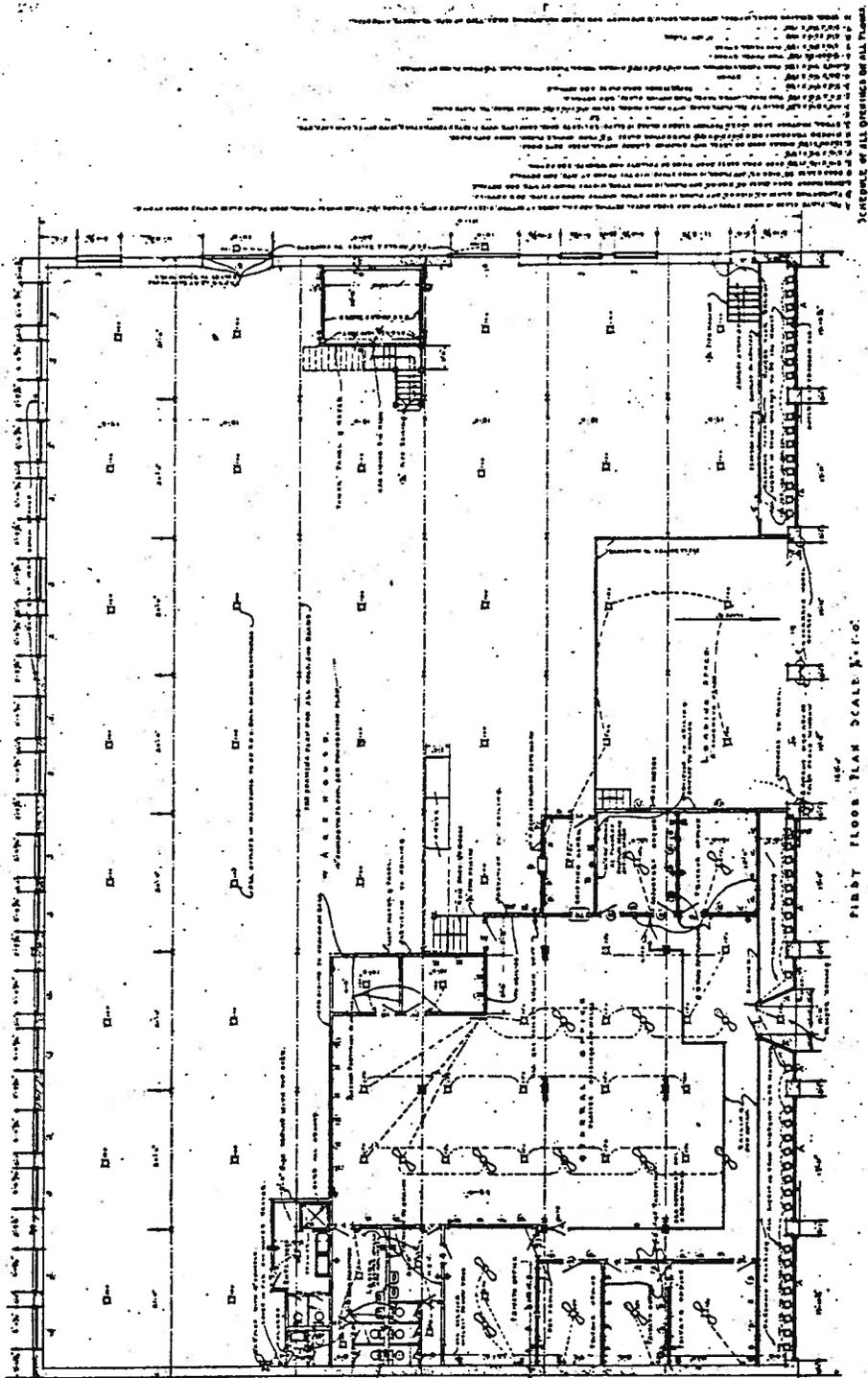


Figure 3. First Floor Plan and fenestration schedule for the Goodyear Tire & Rubber Company Building (F.J. Woerner & Company 1929: 2).

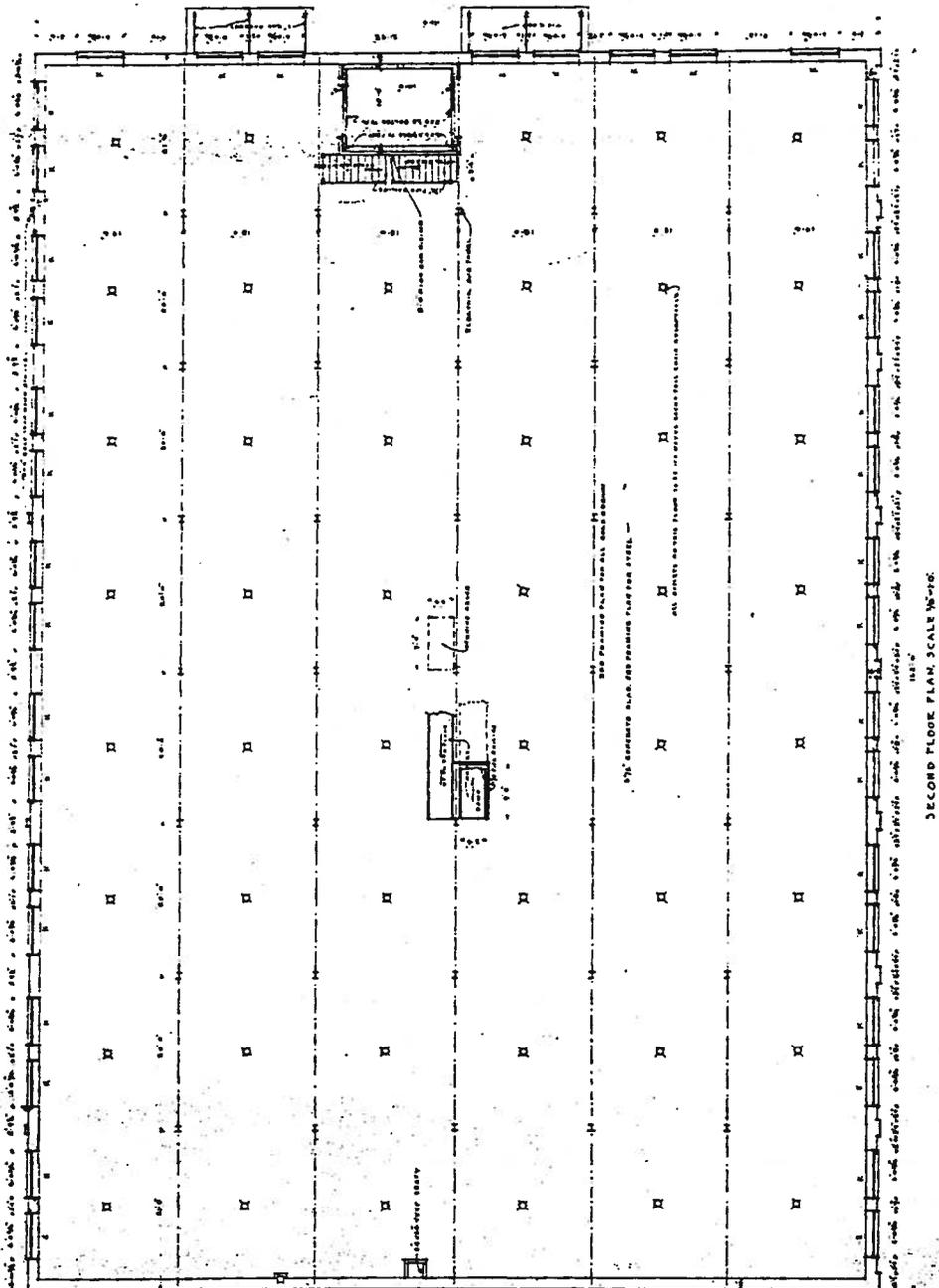


Figure 4. Second Floor Plan for the Goodyear Tire & Rubber Company Building (F.J. Woerner & Company 1929: 3).

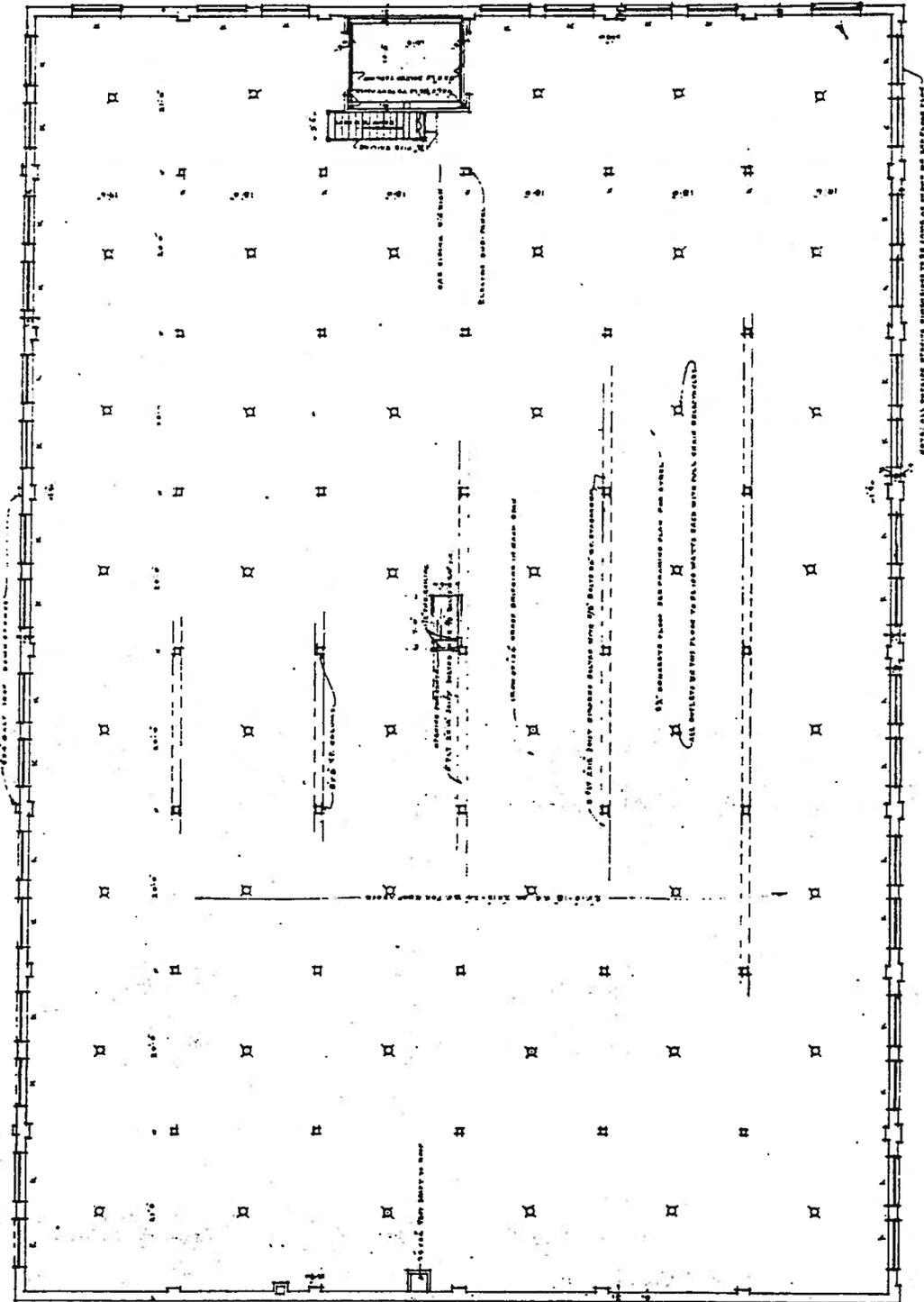


Figure 5. Third Floor Plan for the Goodyear Tire & Rubber Company Building (F.J. Woerner & Company 1929: 4).

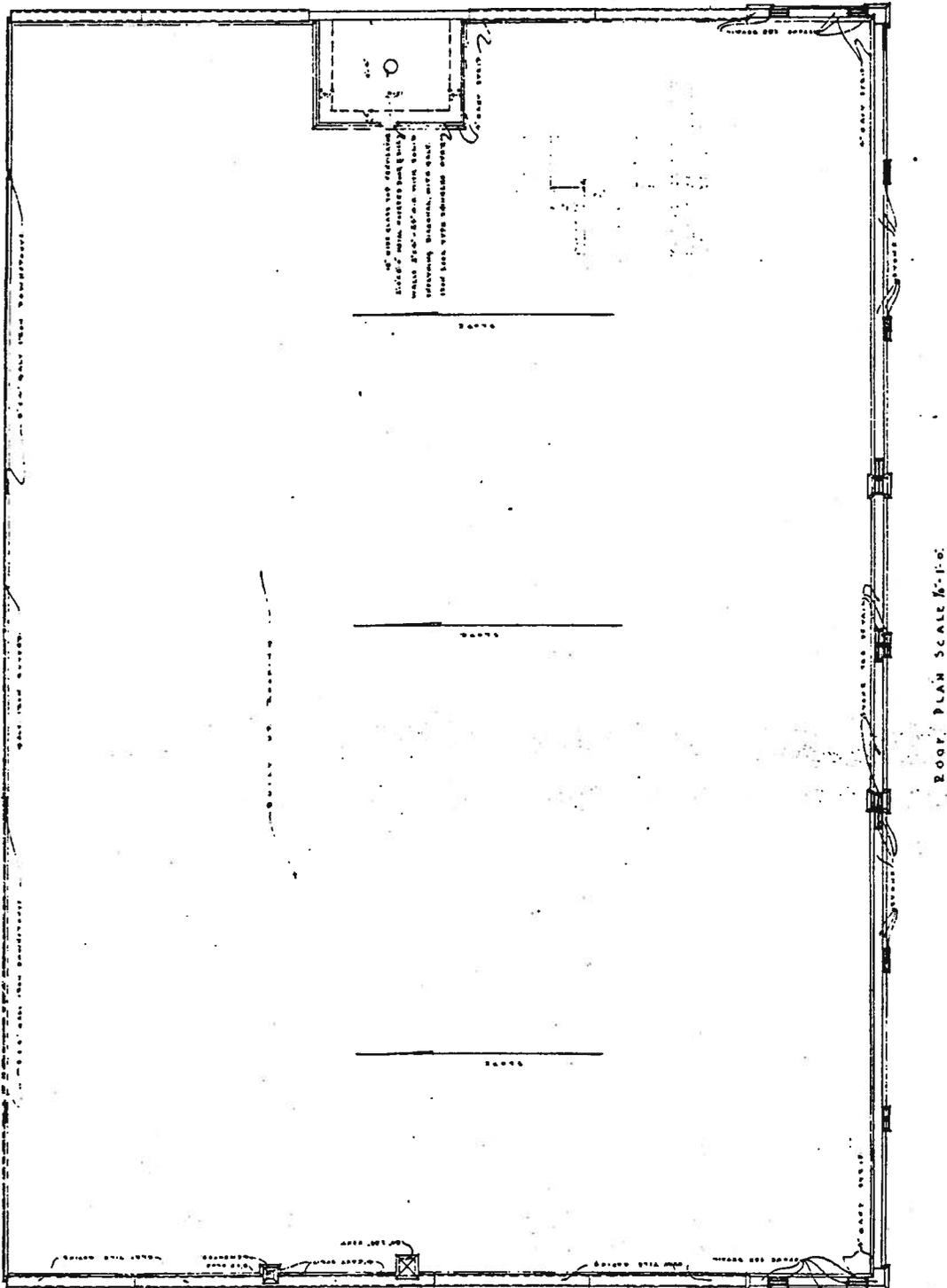


Figure 6. Roof Plan for the Goodyear Tire & Rubber Company Building (F.J. Woerner & Company 1929: 5).

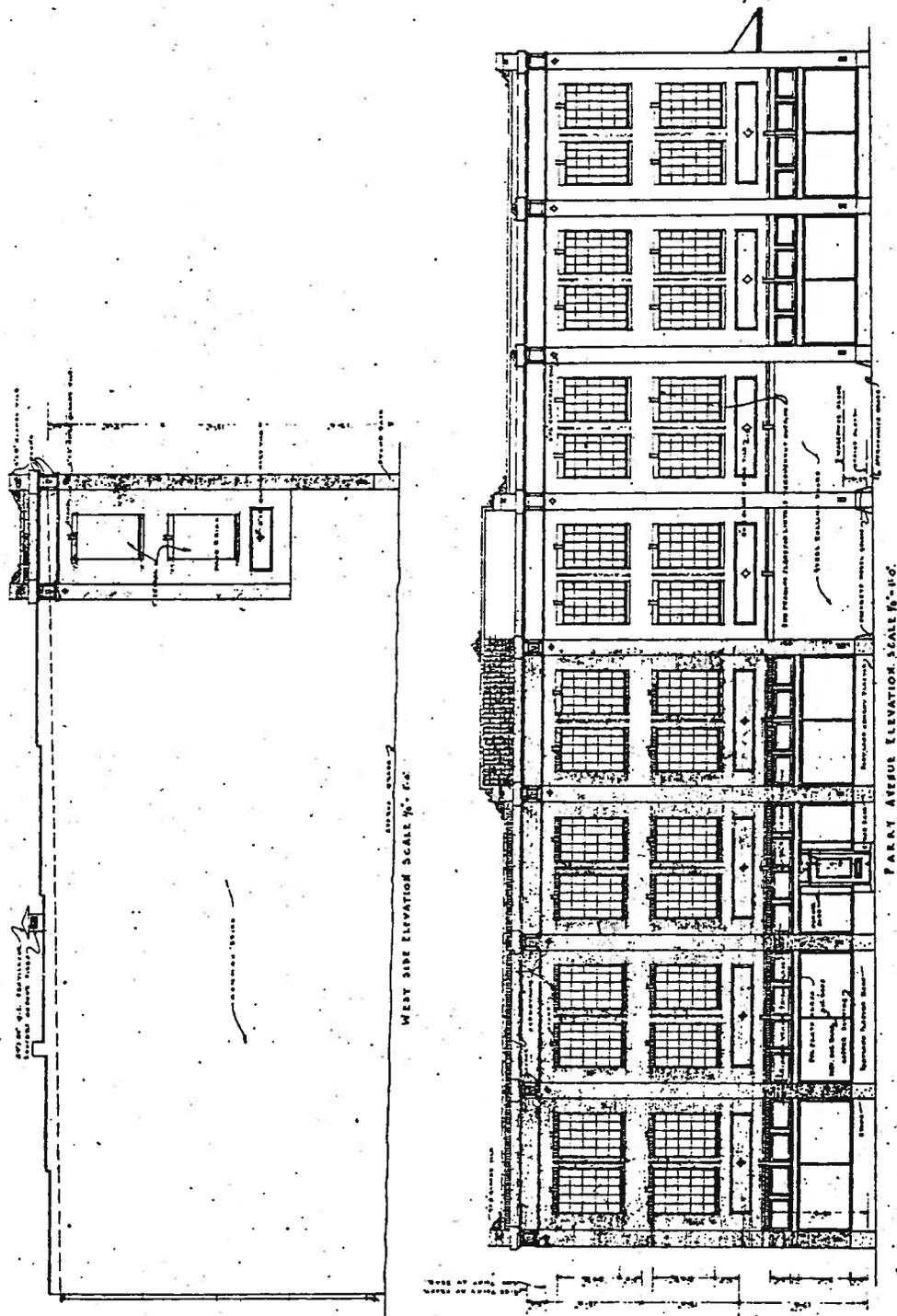


Figure 7. Parry Avenue and West Side Elevation for the Goodyear Tire & Rubber Company Building (F.J. Woerner & Company 1929: 6).

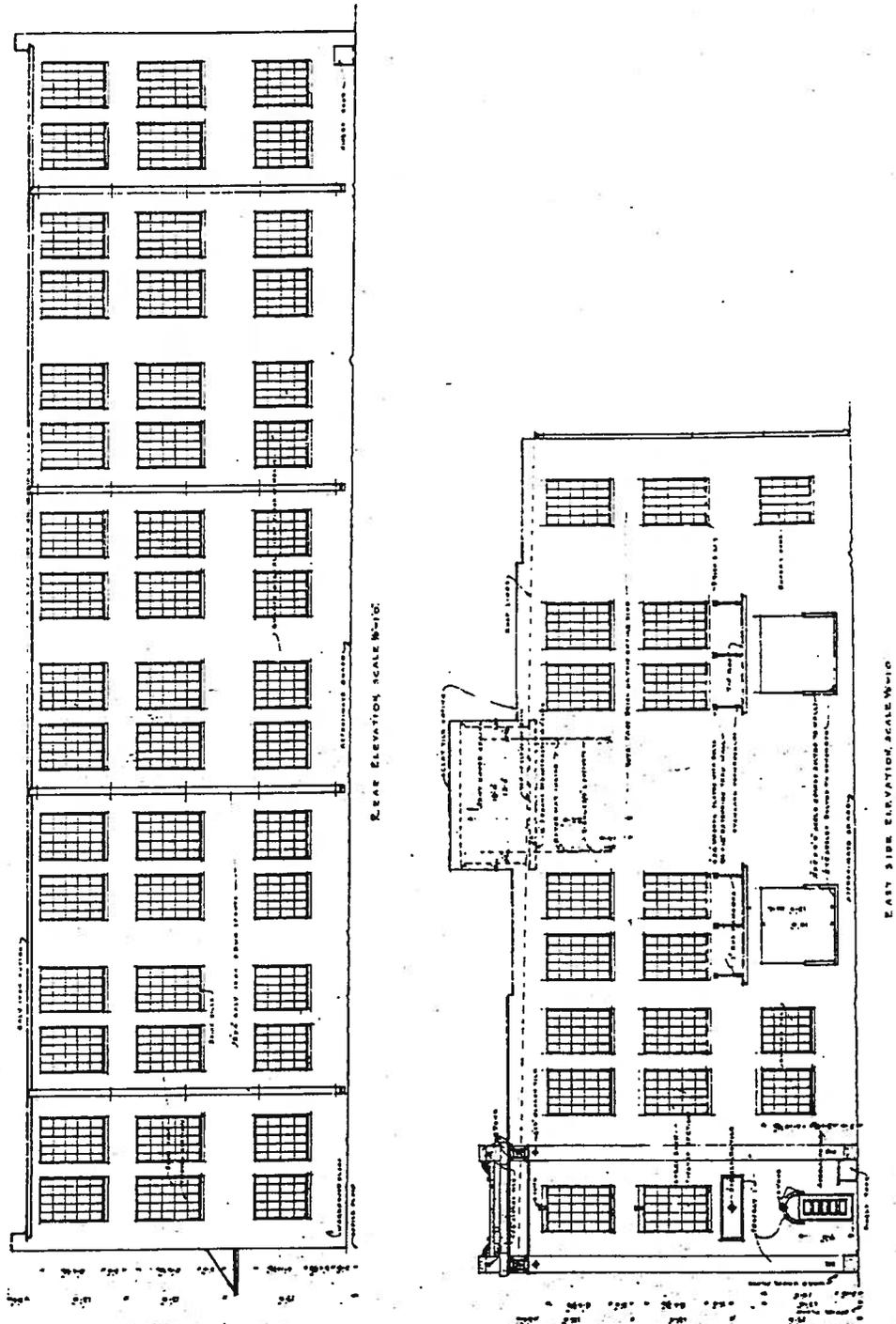


Figure 8. Rear and East Side Elevation for the Goodyear Tire & Rubber Company Building (F.J. Woerner & Company 1929: 7).

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Figure 9. Insurance map showing Goodyear Tire & Rubber Company and B.F. Goodrich Buildings after completion (Sanborn Insurance & Publishing Company 1930: 418).

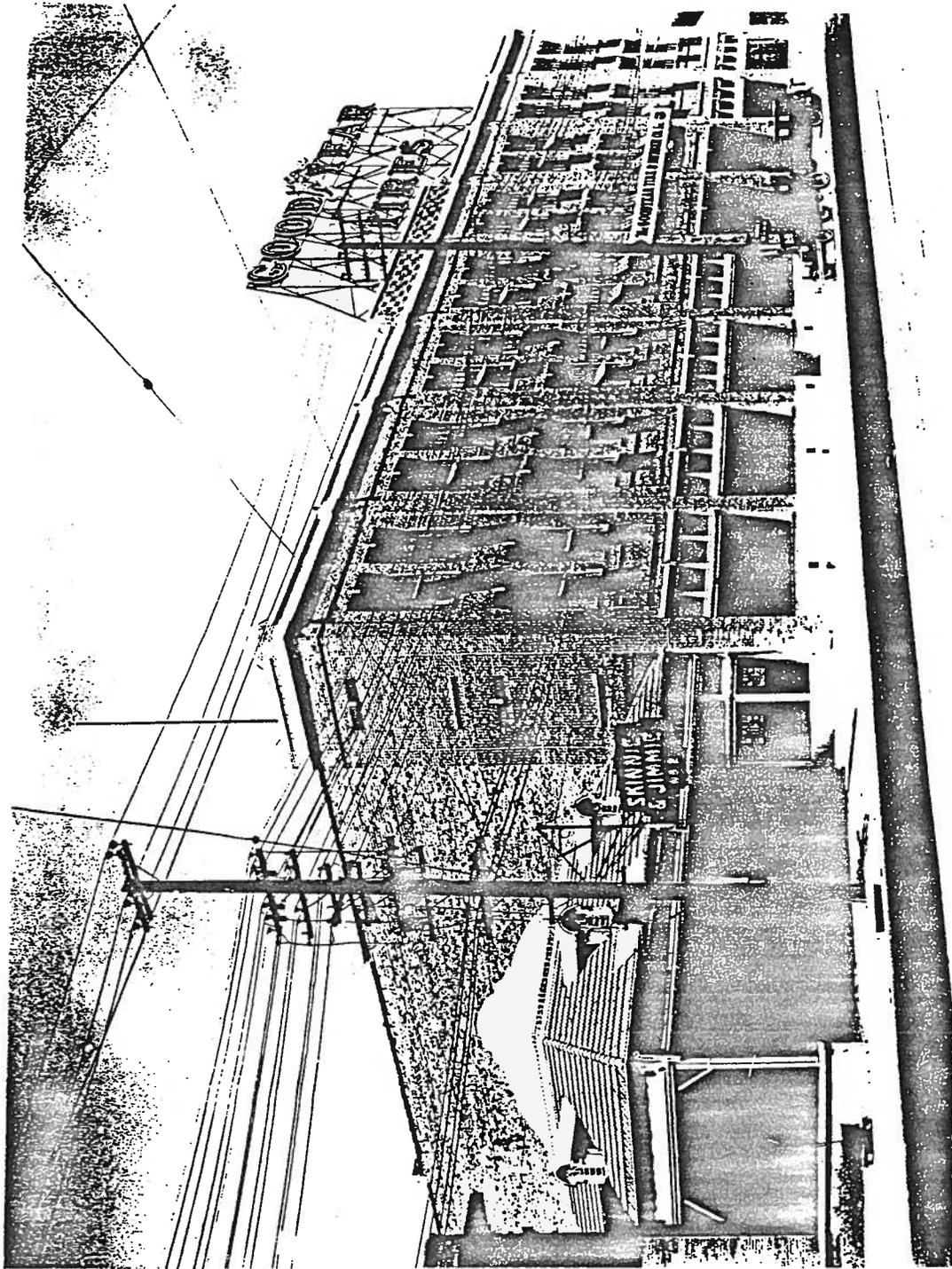


Figure 10. The Goodyear Tire & Rubber Company Building recorded by an identified photographer (Unidentified Photographer 1929, *Courtesy of The Gibson Company*).

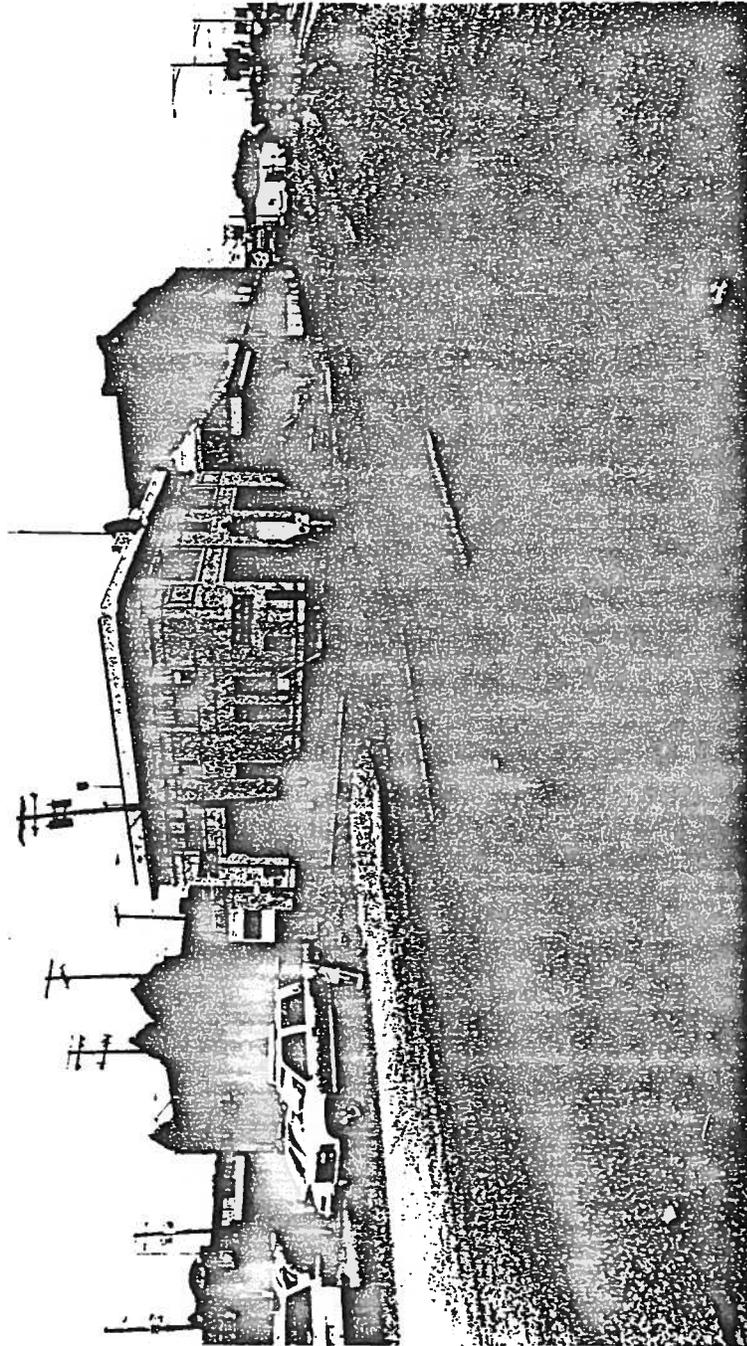


Figure 11. The Goodyear Tire & Rubber Company site, oblique view, looking northwest (*Courtesy of Tony Martie 1999*).

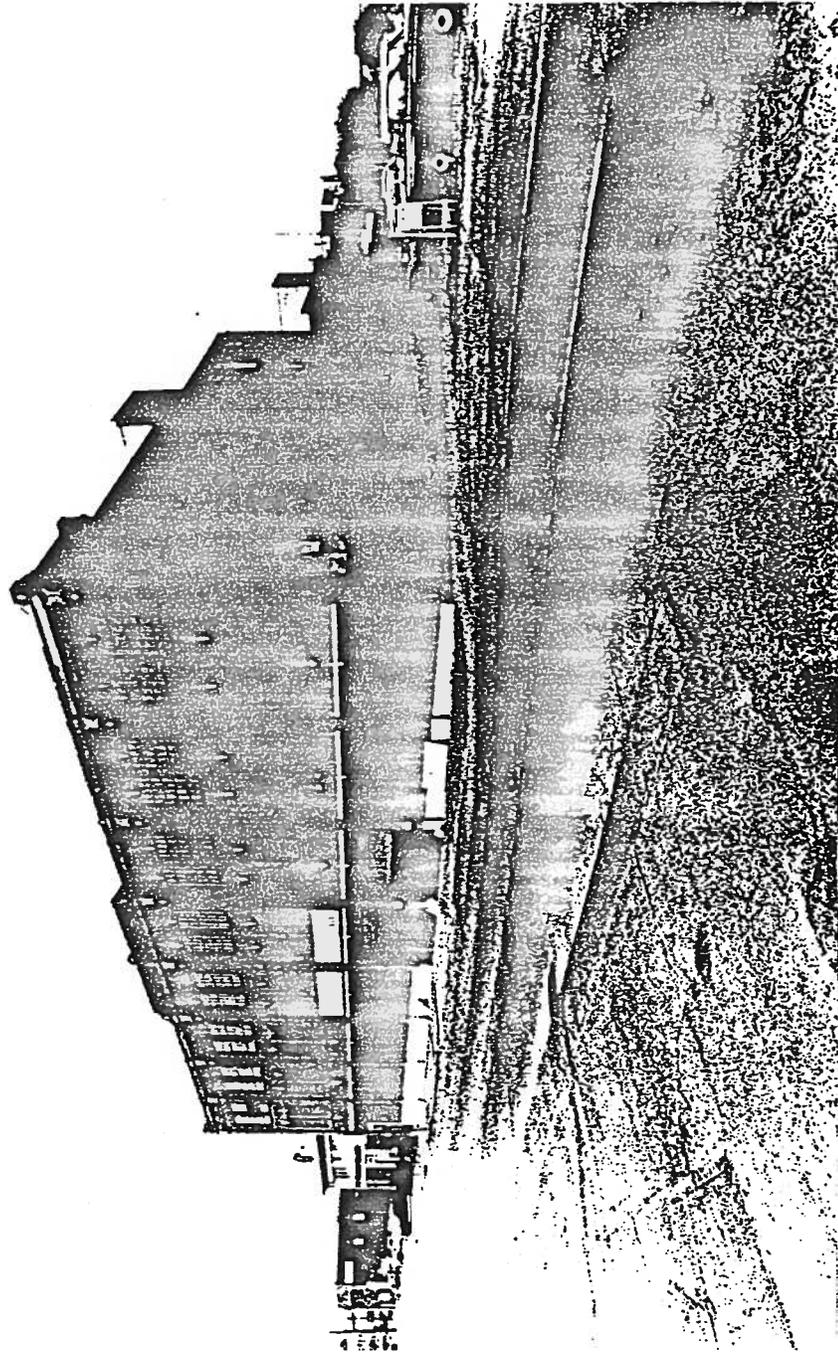


Figure 12. The Goodyear Tire & Rubber Company site, oblique view, looking west (*Courtesy of Tony Martie 1999*).

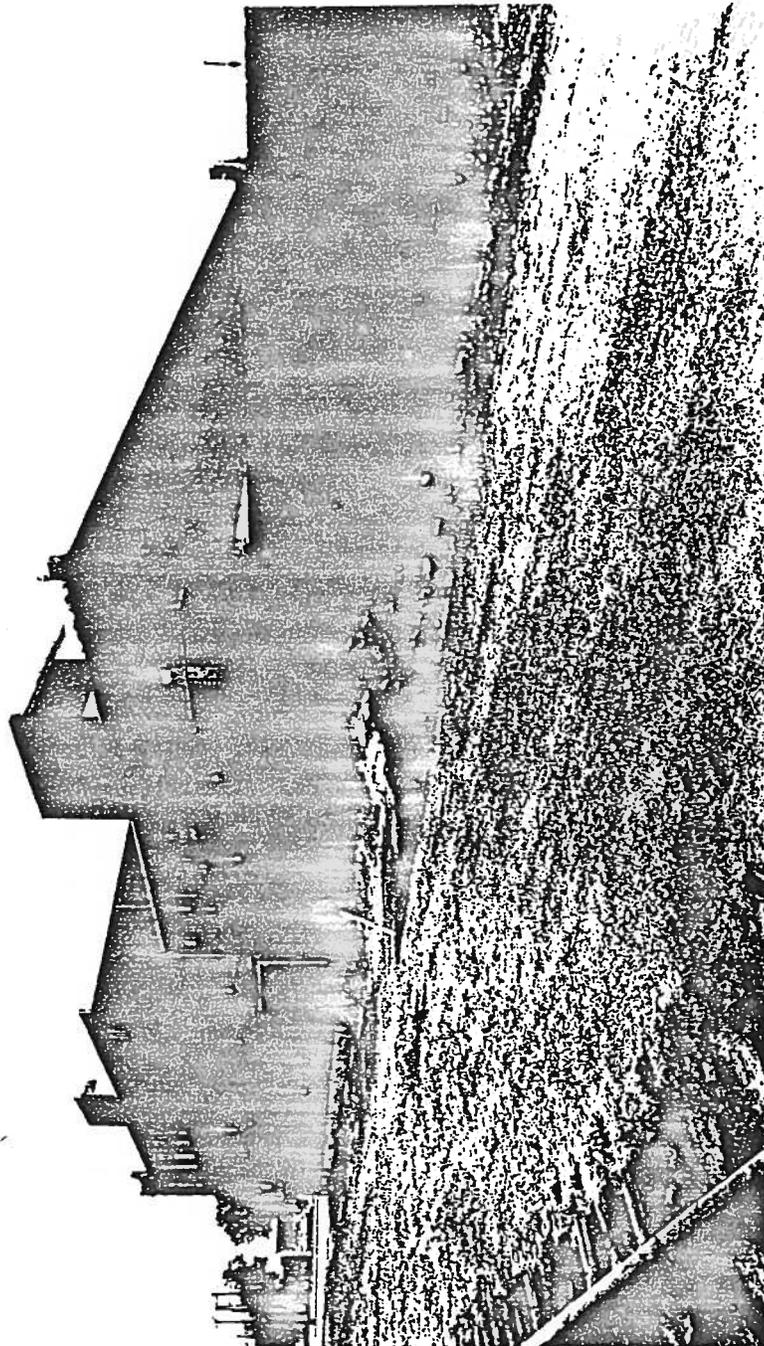


Figure 13. The Goodyear Tire & Rubber Company site. oblique view, looking southeast (*Courtesy of Tony Martie 1999*).

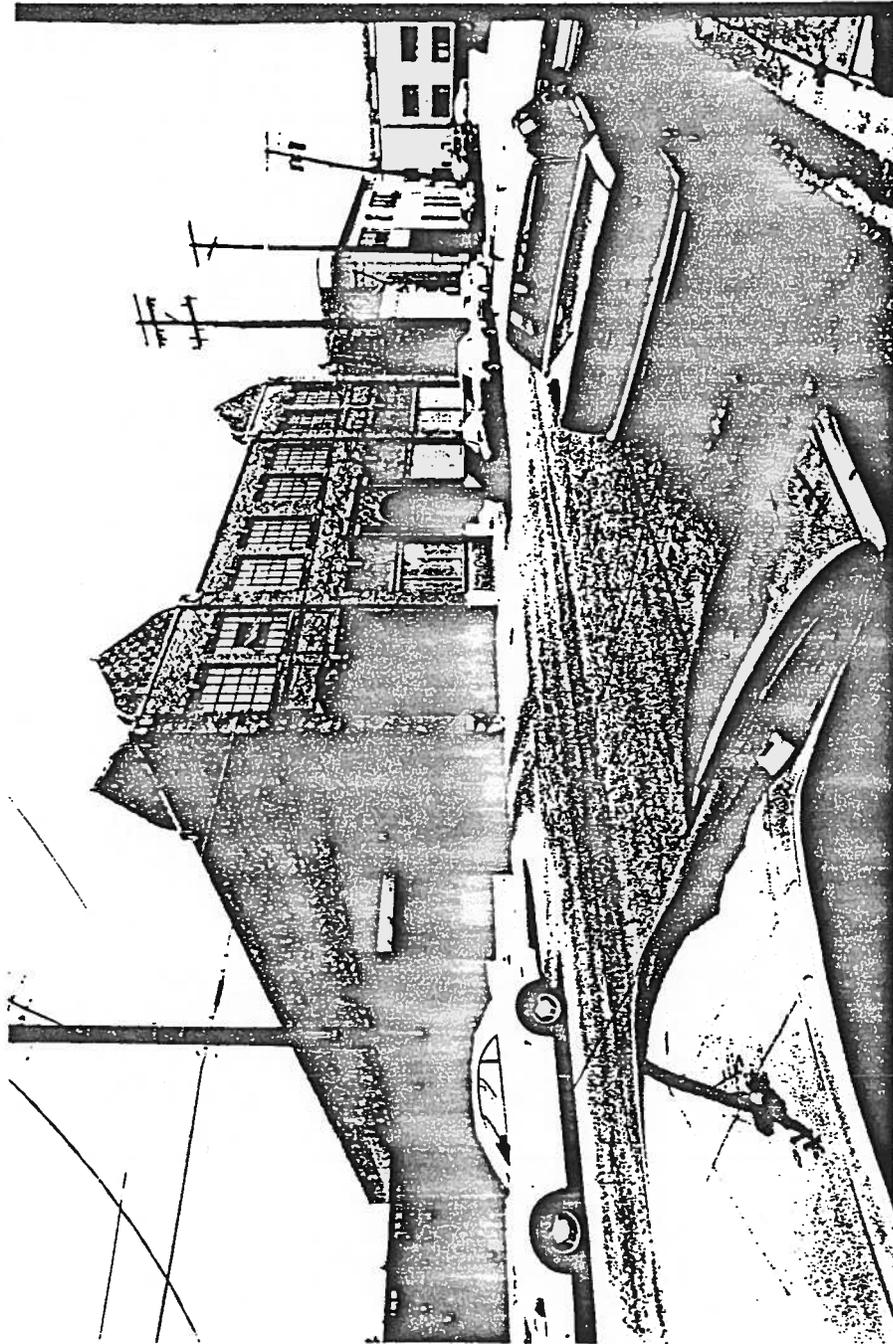


Figure 14. The Goodyear Tire & Rubber Company site, oblique view, looking east (Courtesy of Tony Martie 1999).

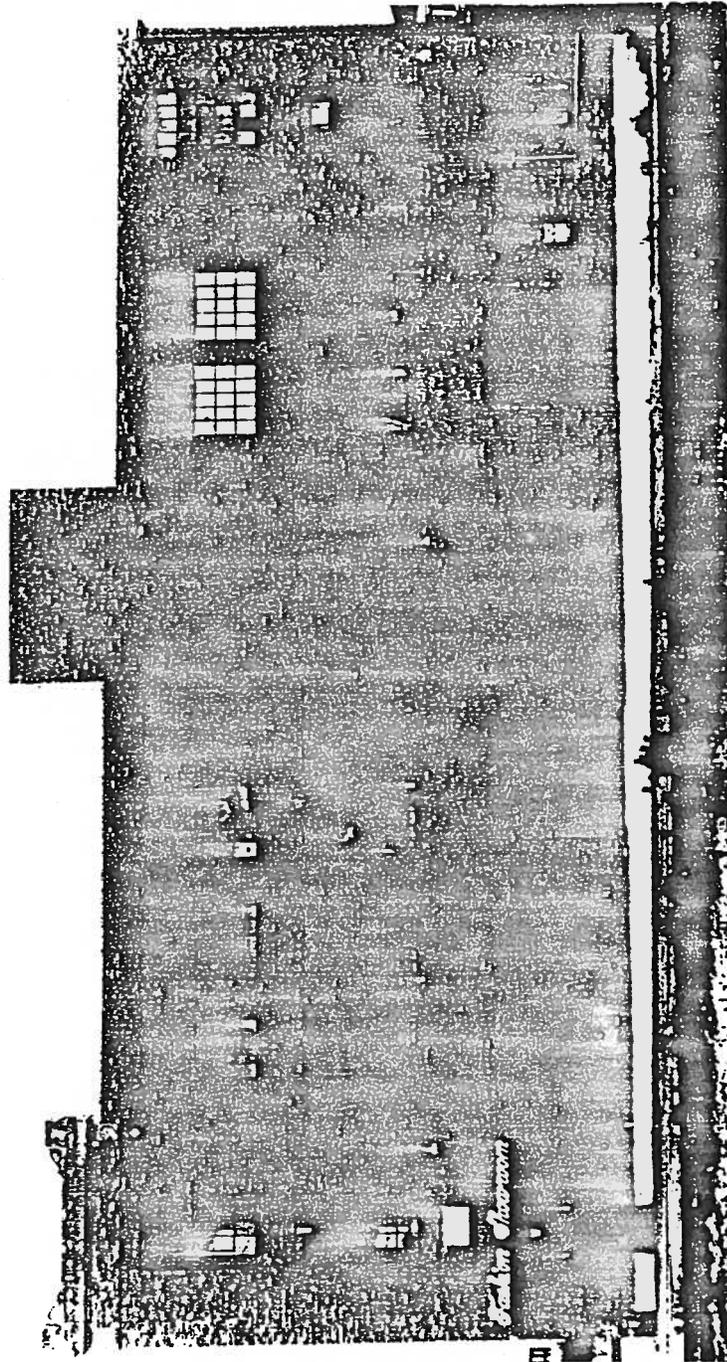


Figure 15. The Goodyear Tire & Rubber Company Building, looking north (*Courtesy of The Gibson Company 1999*).

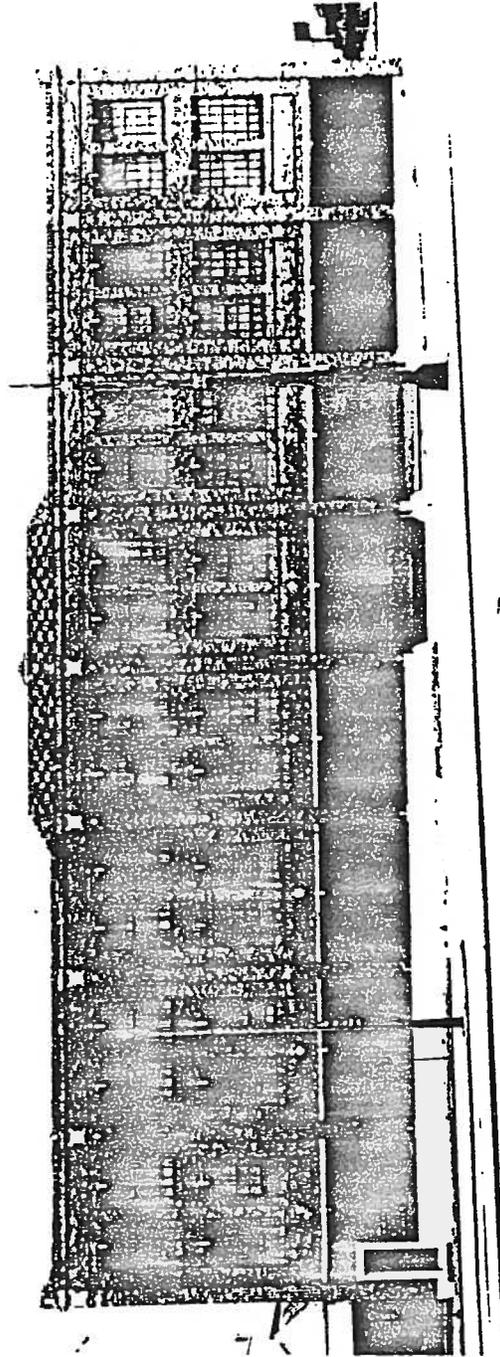


Figure 16. The Goodyear Tire & Rubber Company Building, looking northwest (*Courtesy of The Gibson Company 1999*).

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Figure 17. The Goodyear Tire & Rubber Company Building, looking southwest (*Courtesy of The Gibson Company 1999*).

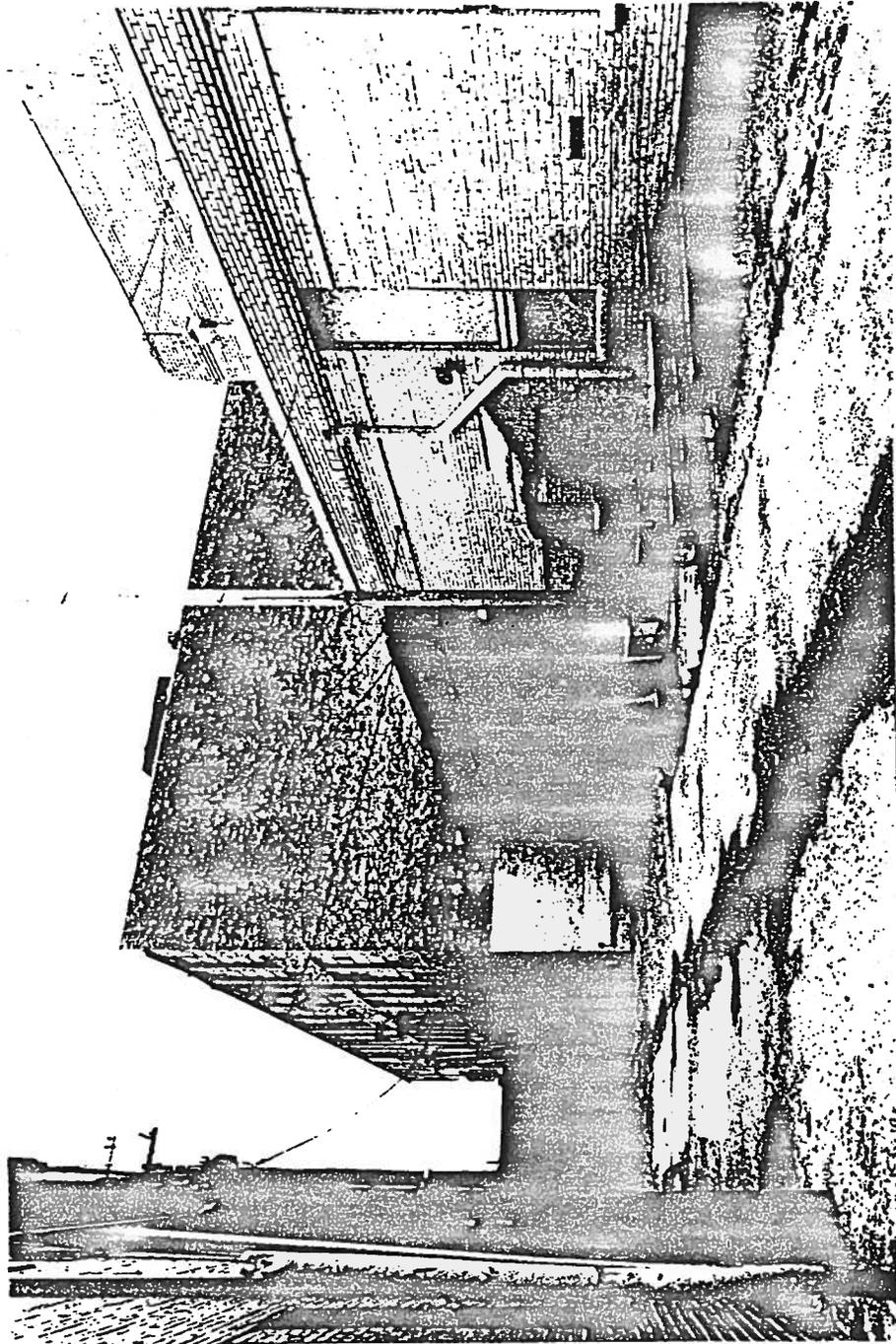


Figure 18. The Goodyear Tire & Rubber Company Building, looking northeast (*Courtesy of The Gibson Company 1999*).

## Designation Merit

- A. Character, interest or value as X part of the development, heritage or cultural characteristics of the City of Dallas, State of Texas or the United States.
- B. Location as the site of a     significant historical event.
- C. Identification with a person or X persons who significantly contributed to the culture and development of the city.
- D. Exemplification of the cultural, X economic, social or historical heritage of the city.
- E. Portrayal of the environment of a     group of people in an era of history characterized by a distinctive architectural style.
- F. Embodiment of distinguishing X characteristics of an architectural style or specimen.
- G. Identification as the work of an X architect or master builder whose individual work has influenced the development of the city.
- H. Embodiment of elements of     architectural design, detail, material or craftsmanship which represent a significant architectural innovation.
- I. Relationship to other distinctive X buildings, sites or areas which are eligible for preservation according to a plan based on historic, cultural or architectural motif.
- J. Unique location of singular X physical characteristics representing an established and familiar feature of a neighborhood, community or the city.
- K. Archaeological value in that it     has produced or can be expected to produce data affecting theories or historic or prehistoric value.
- L. Value as an aspect of community     sentiment of public pride.