

United States Department of the Interior

National Park Service

National Register of Historic Places Registration Form

1. Name of Property

Historic Name: American Trust Building / Holiday Inn

Other name/site number: Petroleum Building

Name of related multiple property listing: NA

2. Location

Street & number: 726 Scott Avenue

City or town: Wichita Falls

State: Texas

County: Wichita

Not for publication: ☐Vicinity: ☐

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this
(☒ 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 (☒ meets ☐ does not meet) the National Register criteria.

I recommend that this property be considered significant at the following levels of significance:

☐ national ☐ statewide ☒ localApplicable National Register Criteria: ☒ A ☐ B ☐ C ☐ D

Signature of certifying official / Title

State Historic Preservation Officer

Date

Texas Historical Commission

State or Federal agency / bureau or Tribal Government

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria.

Signature of commenting or other official

Date

State or Federal agency / bureau or Tribal Government

4. National Park Service Certification

I hereby certify that the property is:

- ☐ entered in the National Register
☐ determined eligible for the National Register
☐ determined not eligible for the National Register.
☐ removed from the National Register
☐ other, explain: _____

Signature of the Keeper

Date of Action

American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

5. Classification

Ownership of Property

<input checked="" type="checkbox"/>	Private
<input type="checkbox"/>	Public - Local
<input type="checkbox"/>	Public - State
<input type="checkbox"/>	Public - Federal

Category of Property

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Number of Resources within Property

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	total

Number of contributing resources previously listed in the National Register: NA

6. Function or Use

Historic Functions: COMMERCE/TRADE: Business; DOMESTIC: Hotel

Current Functions: COMMERCE/TRADE: Restaurant; VACANT

7. Description

Architectural Classification: MID-CENTURY MODERN NONRESIDENTIAL: Modern; OTHER: Curtain Wall

Principal Exterior Materials: Brick, Concrete, Glass

Narrative Description (see continuation sheets 6-10)

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8. Statement of Significance

Applicable National Register Criteria: A

Criteria Considerations: N/A

Areas of Significance: Commerce

Period of Significance: 1966-1972

Significant Dates: 1966, 1969

Significant Person (only if criterion b is marked): N/A

Cultural Affiliation (only if criterion d is marked): N/A

Architect/Builder: Killebrew, Cupit and Associates (final design); George A. Thomason (initial design); J.L. Hair and Son Construction Co. Inc. (contractors)

Narrative Statement of Significance (see continuation sheets 11-28)

9. Major Bibliographic References

Bibliography (see continuation sheets 29-30)

Previous documentation on file (NPS):

- ☒ preliminary determination of individual listing (36 CFR 67) has been requested. Part 1 approved on March 5, 2021.
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey #
- ☐ recorded by Historic American Engineering Record #

Primary location of additional data:

- ☐ State historic preservation office (*Texas Historical Commission, Austin*)
- ☐ Other state agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other -- Specify Repository:

Historic Resources Survey Number (if assigned): Meridian Highway Survey Report 2016, WC-69 HHM 15367

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10. Geographical Data

Acreage of Property: Less than 1 Acre (0.6887 acres)

Coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: NA

1. Latitude: 33.911989°N Longitude: -98.492548°W

Verbal Boundary Description: LOTS 4 5 6 & 7 BLK 165 ORIGINAL TOWN WF HOLLIDAY INN (Property ID 159559) Wichita Falls, Wichita County, Texas. Wichita County Appraisal District Data accessed January 20, 2022 (Map 3).

Boundary Justification: The boundary includes all the property historically associated with the American Trust Building / Holiday Inn, later known as the Petroleum Building (1970) and follows the current legal parcel.

11. Form Prepared By

Name/title: Kate Singleton, MPA; Charlotte Adams, MA; Rebecca Wallisch, with Alyssa Gerszewski, THC
National Register Historian

Organization: Post Oak Preservation Solutions

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Date: January 4, 2022

Additional Documentation

Maps (see continuation sheets 31-36)

Additional items (see continuation sheets 37-64)

Photographs (see continuation sheets 5, 65-84)

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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Photograph Log

Name of Property: American Trust Building/Holiday Inn
City or Vicinity: Wichita Falls
County: Wichita
State: Texas
Photographer: Charlotte Adams
Date: September 21, 2020

All photographs accurately depict property conditions. No changes nor significant deterioration has occurred since the photos were taken in September 2020.

Photo 1

Northeast Elevation. View South.

Photo 2

Oblique Showing Southeast and Northeast Elevations. View West.

Photo 3

Southeast Elevation. View North.

Photo 4

Rear Elevations Showing Garage Structure. View Southeast.

Photo 5

Rear Elevations Showing Garage Structure. View East.

Photo 6

Southwest Elevation Curtain Wall Detail. View Northeast.

Photo 7

Northeast Elevation Detail Showing Primary Entrance. View Northwest.

Photo 8

Southeast Elevation Driveway. View Northwest.

Photo 9

West Retail Storefront. View Northeast.

Photo 10

Pool. View Northwest.

Photo 11

East Corner Retail Space. View Northwest.

Photo 12

West Retail Space Storefront. View East.

Photo 13

Northeast Corridor, Typical of Hotel Floors, Shown at 3rd Floor. View Northwest.

Photo 14

North Corridor Showing Exposed Brick, Typical of Hotel Floors, Shown at 4th Floor. View Southwest.

Photo 15

Hotel Room, Shown at 4th Floor. View Southwest.

Photo 16

Hotel Room, Shown at 4th Floor. View Northeast.

Photo 17

Northeast Corridor, Typical of Office Floors, Shown at 8th Floor. View Northwest.

Photo 18

6th Floor Open Space. View North.

Photo 19

7th Floor Office. View North.

Photo 20

10th Floor Office. View South.

American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Narrative Description

The American Trust Building/Holiday Inn is located at 726 Scott Avenue at the northwest corner of 8th Street and Scott Avenue in downtown Wichita Falls, Texas. The building was initially designed by architect George A. Thomason to be the Downtowner Motor Inn in 1965, but the property was sold before construction and plans were altered. Revised drawings for the new design were completed by the architectural firm of Killebrew, Cupit and Associates. The property was constructed between 1966 and 1968 as the first office and hotel building with ground floor retail in Wichita Falls housing the corporate headquarters for the American Trust Life Insurance Company, and the Holiday Inn Downtown. The 10-story property is a distinct post-war commercial building exemplifying a popular method of construction using curtain wall technology. The Modern concrete-frame building is characterized by the L-shaped tower on base configuration, vertical and horizontal massing, curtain wall with aluminum and tinted glass windows with composite spandrel panels, unadorned red brick cladding, vertical band of cast-concrete panels, largely intact fenestration pattern, flat roof, integrated underground parking garage, and pool. The first five floors of the building housed the Holiday Inn and retail, the upper floors were leased office space, and the tenth floor reserved for the American Trust corporate headquarters. One wing of the L-shaped building faces Scott Avenue, and the other wing faces 8th Street and the garage is located in the interior of the L. The floor plans are largely unaltered with some modifications at 10th floor. Much of the interior historic fabric was removed but some historic materials remain. Despite alterations over time, particularly in the 1970s and 1993, the building retains sufficient historic integrity.

Setting

The American Trust Building/Holiday Inn is located at the northwest corner of 8th Street and Scott Avenue in center of downtown Wichita Falls. It is located one block southeast of the Wichita County Courthouse, three blocks southwest of the railroad, and six blocks northeast of U.S. Highway 277. The building is situated at the most prominent intersection in downtown, as both Scott Avenue and 8th Street serve as major arteries. Historic-age multi-story and one-story commercial office buildings, surface parking lots and a pocket park surround the building. A few blocks to the northeast lies the Depot Square Historic District (NRHP 2004), and the Bailey-Moline-Filgo Building (NRHP 2020) is located to the southeast (Maps 1-6).

Site

The site was originally occupied by the historic Kemp Hotel. The Kemp Hotel was an L-shaped multi-story masonry building. A c. 1930s photograph of the hotel also shows masonry buildings located to the northwest of the hotel. By 1954, these buildings were no longer extant and were replaced by a parking lot. The hotel was demolished in 1964 to make way for the American Trust Building/Holiday Inn.¹

The building is situated on a rectangular lot which is the legal parcel. It occupies approximately one quarter of the block bound by Scott Avenue on the northeast, 7th Street on the northwest, 8th Street on the southeast, and Lamar Avenue on the southwest. An unnamed alley bisecting the block bounds the property to the southwest, and a large neighboring surface parking lot bounds the lot at the northwest. The surface lot is owned by the building's current owner but it was not historically associated with the building and thus is excluded from the boundary (Figures 9-10). The building occupies most of the lot, with a small surface parking lot occupying the northwest side accessed via a

¹ Sanborn Fire Insurance Map for Wichita Falls, 1925; Republished 1954, vol. 1, sheet 8, Courtesy, ProQuest Digital Sanborn Maps, 1867-1970; Fort Worth Star-Telegram Collection, *University of Texas at Arlington Libraries*. "The Kemp Hotel in Wichita Falls, Texas, ca. 1930s." *UTA Libraries Digital Gallery*. 1930. Accessed March 1, 2022, <https://library.uta.edu/digitalgallery/img/10008911>.

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driveway from Scott Avenue. Sidewalks with non-historic planters line the street-facing elevations. A non-historic fenced patio extends from the northwest elevation of the Scott Avenue wing. It was added at an unknown date (Maps 2-6).

Structure and Exterior

The American Trust Building/Holiday Inn is a post-war commercial building exemplifying a popular method of construction using curtain wall technology. The original design of the building was completed by George A. Thomason, the architect for the Downtowner Motor Inn chain (Figures 2, 18-19). The exterior and the interior redesign was carried out by the regionally-known architectural firm of Killebrew, Cupit and Associates. The changes to the design are discussed in more depth in Section 8.

The property is a ten-story, concrete-frame building with a basement and an integrated underground parking garage set inside the L. The building has a flat roof with rolled tar and gravel. A brick-clad elevator penthouse and a mechanical space both rise from the roof. Other mechanical equipment and storage is also visible. The building has an L-shaped tower on a base giving it a vaguely tower on podium configuration. The red brick base extends around all elevations at the first floor and acts as a plinth for the upper stories of the building. The exterior is also characterized by a curtain wall formed by aluminum and tinted glass windows with composite spandrel panels below the windows extending between floors two through ten. The curtain walls wrap around the corners of the building providing a strong sense of horizontality. A red brick wall at the northeast end of the 8th Street elevation spanning between floors two and ten adds a vertical emphasis to the design. There are also red brick masonry stair towers located at each end of the L (Maps 2-6, Figures 2, 18-20, Photos 1-10).

The primary elevation faces northeast toward Scott Avenue. The smooth surface of the tower is characterized by a glass curtain wall with composite spandrel panels on floors spanning two through ten. Concrete sills divide each floor providing a horizontal emphasis. Some of the red brick base has been painted with non-historic advertisements and a Wells Fargo ATM was added. At the south end of the elevation, original, fully-glazed, aluminum-frame doors are set in the main recessed entrance. Non-historic red lettering reading "Crescent Plaza Hotel" is positioned above the doors and two flag poles flank the entrance. The primary entrance leads into the main lobby. The entrance retains a historic shellstone threshold and is surrounded by non-historic blue tile. The Highlander Public House restaurant storefront display spans most of the north end of the elevation. The storefront has been altered with non-historic panel knee-walls. A pair of replacement doors lead to the restaurant. Non-historic signage for the restaurant was also added. The non-historic patio is visible at the northernmost part of the elevation.

The secondary elevation faces southeast toward 8th Street. At the east end, the glass curtain wall design is interrupted by the vertical red brick plane with a vertical band of cast concrete panels. The panels are grouped in fours and are similar in scale and proportion to the curtain wall system, providing verticality. The ground floor base is clad in red brick, and the original storefront displays correspond to retail space at the east and west ends of the elevation (Figure 21). Storefronts are aluminum-frame systems with transoms. Original, fully-glazed, aluminum-frame doors are adjacent to the storefronts set in recessed entrances. A vehicular opening is located in the central structural bay and leads to the northwest quadrant of the lot. Entrances and windows line the interior walls of the vehicle opening. The windows and entrances are aluminum-frame, matching those seen elsewhere on the building.² Some of the fenestration on the southwestern wall does not appear to be original.

² It's important to note that George A. Thomason's original design for the east end of the 8th Street elevation was slightly modified. Instead of glass curtain walls between two vertical brick planes, cast concrete panels were added between floors two and ten (Figure 19).

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The curtain wall design wraps around each end of the L-shaped tower until it reaches the red brick masonry stair towers. The southwestern side of the base has two recessed window openings, while the northeastern side appears to have a few fenestrations now obscured by the non-historic patio at the first floor.

The rear elevations face northwest and southwest toward the adjacent vacant lot. The uninterrupted glass and composite spandrel panels curtain wall treatment continues along these rear elevations. The integrated parking garage structure is set within the L at the ground level. The garage is steel and concrete construction with one entrance from the alley, a second from 8th Street, and a third along the northwest side that provide access to the underground parking area (Figure 21, Photo 4-5). To the right of the driveway opening, the northwest elevation of the garage is punctuated by three openings. A metal door, an infilled area and two openings with concrete columns are located at the southwest elevation of the garage.

The original pool is positioned on top of the parking garage (Photo 10). A one-story red brick clubhouse tops the garage where it meets the southwest elevation of the Scott Avenue wing. The clubhouse is rectangular with a flat roof. Concrete bands accent the corners and entrances, echoing those of the tower. An aluminum-frame door leads from the tower's second floor to the pool deck. The rooftop pool deck railing is cast-in-place concrete punctuated with stylized openings; a metal fence has been placed behind the cast concrete railing on the perimeter. The pool is rectangular with a simple tile border around the edge. It fills approximately 50% of the square footage of the roof deck.

Interior

The floor plan of the building is relatively intact although the interior finishes have been altered and are in poor condition. The first five floors of the building were used as a Holiday Inn with lobby and hotel registration, ground floor retail, restaurant, coffee shop, and the upper floors were leased office space, with the tenth floor reserved for the American Trust Life Insurance Company's corporate headquarters.

The first floor currently houses a restaurant, retail spaces, and the elevator lobby. They have been somewhat reconfigured and updated over time, but the lobby retains its original configuration. There are three retail and office spaces along the 8th Street elevation, while the lobby and restaurant are concentrated on the Scott Avenue elevation. The spaces on the first floor have a variety of finishes. The lobby and retail spaces have a combination of vinyl tile and concrete floors, with gypsum walls and dropped lay-in grid ceilings. The retail spaces retain exposed brick on perimeter walls, which are in good condition. The Highlander Public House restaurant has non-historic finishes throughout. Back-of-house spaces are located along the rear perimeter walls of the 8th Street wing. These spaces have gypsum walls, vinyl tile and exposed concrete floors (Figures 21, 26, Photos 11-12).

Three stairways to the upper floors are located at either end of the L-shaped tower and where the two wings intersect. The east corner stairs are concealed within the building while the stairs at the ends of the L are contained within the brick-clad stair towers. Stair finishes are utilitarian with concrete steps and metal railings. Stair tower interior walls are exposed red brick and CMU and are in fair condition. The four replacement elevators remain in the location of the originals where the wings intersect. The elevators maintain their historic metal surrounds (Figures 21, 26).

The only historic drawings for floors two-five are for the Downtowner Motor Inn by George A. Thomason. However, even though plans from Killebrew, Cupit and Associates were not available, the interior configurations appear to remain largely consistent with the initial 1965 design. The hotel rooms used by the Holiday Inn are located on floors two through five. They are surrounded and accessed by single-loaded corridors at the building perimeter, and two intersecting corridors near the elevators. The corridors have high, exposed concrete ceilings. The perimeter walls of the corridors are the exterior curtain walls and have composite panel knee walls. Where the perimeter walls are not curtain

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walls, they are textured plaster. Walls leading to the stair towers have exposed brick. Floors are unfinished concrete or non-historic carpet (Figure 23, 27-30).

Rectangular hotel rooms are partitioned from corridors by aluminum-frame, glazed walls and concrete piers. Closets and bathrooms are positioned opposite the door and clustered along the building axis. Hotel rooms have a combination of exposed concrete and non-historic carpet floors and dropped gypsum ceilings. Gypsum walls form partitions within hotel rooms and between neighboring rooms. Some of the rooms have wood paneling dating to the 1979 renovations. The clubhouse area on top of the parking garage, which is connected to the second floor, has exposed utilitarian finishes. Based on a current photo, it appears the sixth floor may have more recently also been used by the Holiday Inn (Photos 13-18).

The upper floors, six through eight, served as leasable office space with the corporate headquarters for the American Trust Life Insurance Company at the tenth floor. Later floors six through ten were all used as leasable office space. The only historic plan available is for floor seven by George A. Thomason from 1965. Floors six to nine are organized into office suites accessed by double-loaded corridors and largely retain their historic configuration. Office suites have varying configurations depending on tenant needs. Some suites retain their historic configuration, but most have been altered over time. The only exception to this is the open space on the 6th floor, which may have most recently been used by the Holiday Inn. On each floor, restrooms are located across the corridor from the elevator bank. The finishes in the tenant spaces include non-historic carpet, popcorn ceilings, and a combination of plaster and gypsum walls. The tenth floor penthouse which contained the American Trust headquarters has a slightly more open floor plan, including larger offices for the president and officers of the firm. The boardrooms and offices for senior officials have original wood paneling, dentil molding, built-in cabinetry, and wood and glass doors and hardware. Some of these finishes, including the flat wood paneling and chairrails are original while others, including dentil, molding and built-in cabinetry, were added in a 1979 renovation of the building (Figures 24, 31-35, Photos 18-20).

Alterations:

The building was altered in early 1970s, in 1979, and again in 1993. Exterior alterations include the removal the American Trust historic signage likely after the company vacated the building in 1970, but was replaced with the words "Petroleum Building" added on the 8th Street elevation. A non-historic patio and signage as well as replacement doors and storefront were added for the Highlander Public House, non-historic advertisements were painted on the base of the primary elevation, non-historic lettering was added above the main entrance, and a Wells Fargo ATM was all added at an unknown date. A few non-historic fenestrations were added over time. The small metal medallions at the juncture of the metal crossbars on the curtain wall windows were likely removed in the 1990s when the Holiday Inn vacated the building (Figures 10, 16). Non-historic blue tile has been added to the exterior near the main entrance, obscuring historic materials. The hotel rooms were updated over the years with changes to the finishes, however the wall partitions and partitions between the rooms remain. The building has had at least two interior renovations, one in 1979 and one in 1993, when some upper floor office were changed. Killebrew and Rucker of Killebrew, Cupit and Associates, who originally designed the building, completed the 1979 renovations, and Bundy, Young, Sims and Potter designed the 1993 renovations. Finishes on office floors especially on the 10th floor were updated in 1979 and 1993. The first floor has been somewhat reconfigured, and finishes updated at an unknown date.

Integrity

The American Trust Building / Holiday Inn retains integrity of location, setting, design, materials, workmanship, and feeling. The building maintains integrity of location at its original site in the heart of downtown Wichita Falls at the corner of Scott Avenue and Eighth Street. The setting is mostly intact, surrounded by other early to mid-20th century high-rise and mid-rise buildings, though some nearby lots that originally contained historic buildings are now vacant.

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Integrity of design, materials, and workmanship is visible in the concrete-frame, L-shaped tower on base configuration, vertical and horizontal massing, curtain wall formed by aluminum and tinted glass windows with composite spandrel panels and red brick cladding, concrete sills, vertical band of cast-concrete panels, some original storefronts and doors, intact shell stone on the main entry, largely intact fenestration pattern, flat roof, integrated underground parking garage, and pool. On the interior, the first floor plan is largely intact and the configuration of the hotel rooms and corridors remains largely unchanged. The elevator banks remain in their original location with historic metal surrounds, and the stairways are intact. Floors two through six retain their original configuration, and a few historic materials remain. The tenth floor has diminished integrity but retains some original wood paneling. With all these aspects combined, the American Trust Building / Holiday Inn remains easily recognizable and conveys the feeling of a distinct post-war commercial property displaying curtain wall technology.

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Statement of Significance

The American Trust Building / Holiday Inn is located at 726 Scott Avenue in downtown Wichita Falls, Texas. The ten-story post-war commercial building was constructed between 1966 and 1968 as the corporate headquarters of the American Trust Life Insurance Company and the new Holiday Inn Downtown. The project was initially designed by architect George A. Thomason to be the Downtowner Motor Inn in 1965, but the property was sold, and plans were altered before construction began. Revised drawings for the new design were completed by the architecture firm of Killebrew, Cupit and Associates between 1966 and 1967 and in February 1967 the Holiday Inn replaced the Downtowner as the new hotel tenant. American Trust Life Insurance Company was started by Truman K. Pennell in Wichita Falls in May 1953 and was licensed in ten states. The company grew substantially, and its size doubled from 1962 to 1966 with a company income of \$3.5 million, asset worth at \$6.3 million, and a staff of 150 salesmen and 600 brokerage agents. The company's phenomenal expansion from 1953 to 1965 made it the largest insurance company in the west central Texas region prompting the decision to construct the American Trust Building and relocate downtown. The property is nominated to the National Register of Historic Places under Criterion A in the area of Commerce at the local level of significance for its role as the corporate headquarters of the American Trust Life Insurance Company and the new Holiday Inn Downtown during a period of vital post-war commercial growth in downtown Wichita Falls when declining oil revenues in the 1960s pushed leaders to develop a plan to diversify its economic base. The company was seen as a stabilizing force and an economic asset to the city. It symbolized of the success of the American Trust Life Insurance Company and reflected the expansion of the Holiday Inn, America's largest hotel chain at the time, into mid-size downtowns like Wichita Falls, thereby accommodating tourists, business travelers, and the local business community. Strategically located at the corner of Scott Avenue and 8th Street, it was the first office and hotel building with ground floor retail and an integrated underground parking garage in Wichita Falls, and the last downtown high-rise constructed in the post-war era. The period of significance spans from construction in 1966 to 1972, which adheres to the NPS 50-year cutoff.

Historical Background

Post-War History of Wichita Falls

Wichita Falls, Texas serves as the county seat of Wichita County.³ The town was platted by M. W. Seeley in 1876 and initially grew as an important railroad and commercial hub when the Fort Worth and Denver Railroad arrived in 1882. Oil was discovered in nearby Clay County and the Electra Field in was established in 1911. This discovery initiated a shift in the economy from one largely dependent on milling, farming, and ranching, to one largely dependent on oil production. The Burkburnett fields opened in 1918 which led to further expansion of oil related industries, and Wichita Falls became known as the center of the North Texas oil fields. The emergence and rise of the oil industry led to significant physical development in downtown Wichita Falls in the 1910s and 1920s.⁴ By the 1920s, the Meridian Highway started in Burkburnett and passed through Wichita Falls, then Henrietta and on to Bowie, Decatur, and Fort Worth. Highway 5 began in Texarkana and headed northwest to Wichita Falls, Vernon, Quanah and Childress.⁵ Other highways that passed through Wichita Falls included Highway 22 which ran from Wichita Falls to Graham and Eastland; Highway 23, the Southwest Trail through Wichita Falls to Throckmorton, Brady and on to San Antonio; and

³ Since this property was developed the 1960s the historical background on late 19th and early 20th century history of Wichita Falls will be quickly summarized and the context instead will largely focus on the property history from the post-war period onward.

⁴ Kenneth E. Hendrickson, Jr., "Wichita Falls, TX," *Handbook of Texas Online*, accessed February 16, 2022, <https://www.tshaonline.org/handbook/entries/wichita-falls-tx>; William Billingsley, "Fort Worth and Denver Railroad," *Handbook of Texas Online*, accessed March 7, 2022, <https://www.tshaonline.org/handbook/entries/fort-worth-and-denver-railway>; Andy Lee and Rick Graham, "Depot Square Historic District, Wichita Falls, Wichita County, Texas," National Register of Historic Places Nomination, 2004, 21-30.

⁵ Paddock, p. 522.

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Highway 30 leading from Wichita Falls to Stamford, Abilene and Junction.⁶ Additional transportation connectivity coupled with growth of the oil industry contributed to Wichita Falls population reaching 43,607 by 1930.⁷

The oil industry helped to cushion the impact of the Great Depression. Although growth slowed, it did not stop. At the beginning of the Depression, Wichita Falls boasted 118 industrial businesses, four railroads, twenty schools, nearly fifty churches, and thirty-two parks. Population growth slowed somewhat in this period, but by 1940 the city had 55,200 residents.⁸ The opening of Sheppard Field, the Army Air Corps training facility in north of Wichita Falls in 1941 contributed significantly to the economic changes and population increases. In 1945 it became the largest concentration of American air corps troops in the world, with 46,304 personnel stationed and trained there. The facility was briefly deactivated after the war and reactivated as Sheppard Air Force Base 1948. It remained a major flight training school for the next several decades.⁹

Like many cities across Texas, Wichita Falls experienced significant economic and physical changes after World War II. Many military personnel stationed at Sheppard Field during the war stayed, and as a result the population grew to 110,100 by 1955. Midwestern University, as it became known in 1950, housed a School of Petroleum and Physical Sciences. The university began offering postgraduate degrees in 1952, significantly expanding its science and art courses, added a business school in 1958 and enlarged its campus to accommodate all these programs. With a new emphasis on science and technology in connection to the oil industry and Sheppard Air Force Base, the university also became an economic driver for the city.¹⁰

When oil production began to taper off, the city's population decreased to 101,724 in 1960. To ameliorate the decline in petroleum related industry in the early 1960s, city leaders took action and formed the Industrial Development Incorporated to diversify the local economy and ensure future growth. The Industrial Development Incorporated was able to recruit several new industries and companies to the area including Gates Rubber Company, Johnson and Johnson, Sprague Electric, Tex-Color Labs, and Town and Country Mobile Homes and Dowell Division of division of Dow Chemicals.¹¹

City planning and regional planning became increasingly sophisticated in this period with joint efforts of Industrial Development Incorporated and an organization called NORTEX. Organized in 1966, NORTEX was a regional planning commission focused on preparing "a joint comprehensive development plan for implementation over a 20-year period in the NORTEX region, including the City of Wichita Falls urban area."¹² While economic development was the main focus, downtown Wichita Falls also gained considerable attention. Like many downtowns after World War II, downtown Wichita Falls was plagued with issues related to parking, and the relocation of retail and other businesses to the suburbs.¹³ To address these issues an ambitious Program of Work was introduced in 1966 by the Chamber of Commerce working closely with the city planning department. Some goals included helping the Industrial

⁶ Ibid, p. 523.

⁷ Kenneth E. Hendrickson, Jr., "Wichita Falls, TX," *Handbook of Texas Online*, accessed February 16, 2022, <https://www.tshaonline.org/handbook/entries/wichita-falls-tx>.

⁸ Ibid.

⁹ David Minor, "Sheppard Air Force Base," *Handbook of Texas Online*, accessed March 4, 2022, <http://www.tshaonline.org/handbook/online/articles/qbs06>.

¹⁰ Kenneth E. Hendrickson, Jr., "Wichita Falls, TX," *Handbook of Texas Online*, accessed February 16, 2022, <https://www.tshaonline.org/handbook/entries/wichita-falls-tx>; Everett W. Kindig, "Midwestern State University," *Handbook of Texas Online*, accessed February 16, 2022, <https://www.tshaonline.org/handbook/entries/midwestern-state-university>.

¹¹ Kenneth E. Hendrickson, Jr., "Wichita Falls, TX," *Handbook of Texas Online*, accessed February 16, 2022, <https://www.tshaonline.org/handbook/entries/wichita-falls-tx>.

¹² "NORTEX Formally Organized," *Wichita Falls Record News*, August 17, 1966. At one point NORTEX was even housed on the 8th floor of the nominated property. "Nortex Plans Office Move," *Wichita Falls Times*, June 3, 1969.

¹³ "Hauling Shoppers May Aid Downtown Stores," *Wichita Falls Times*, March 18, 1964;

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Development Inc. to add 500 new manufacturing jobs, introducing a Downtown Redevelopment Program, improved transportation in the form of highway development and bolstering airline service, and working to expand Midwestern University to train a skilled workforce.¹⁴

By August of 1966 a Downtown Master Plan was introduced.¹⁵ As the *Wichita Falls Times* reported, “Wichita Falls is in the throes of a citywide building program destined to bring many changes in both downtown and suburban horizons. Extensive construction projects already started or scheduled to begin soon will result in a veritable face lifting for this North Texas city’s downtown business section.”¹⁶ The article highlighted the nominated property. “Replacing an old landmark on the corner of Eight and Scott is a multi-story office building and headquarters of American Trust Life Insurance Co... This facility, designated American Trust Center, will cost in excess of \$3.5 million and in the future will be extended to include additional property to the north.”¹⁷ Another project, the construction of the downtown Sears Roebuck Co. retail store slated to occupy an entire block at Tenth and Eleventh Streets and Scott Avenue and Lamar Street, was also announced in 1966 as was the remodeling of the office building at the corner of Seventh Street and Scott Avenue. Of the downtown projects cited, the American Trust Building was the most expensive and one of the tallest at ten stories.

The same newspaper article detailed progress on several contemporaneous projects and announced other new projects.¹⁸ In addition to the American Trust Building and the new Sears Building, downtown construction included the \$500,000 First-Wichita National Bank at Lamar Avenue and 7th Street, the Wichita Falls Savings Association Building at 8th Street and Lamar Avenue, the 126,000 square foot Texas Employment Commission building at 11th Street and Austin Avenue, new police and fire stations, and a new education and activities building for First Baptist Church on 9th Street. Several other remodels and additions were mentioned as well. Outside of downtown, Parker Square Shopping Center at Kemp and Kell was expanded and a Woolco Store (a branch of F.W. Woolworth’s) adjacent to Parker Square, and Sikes Senter on Archer was built to accommodate thirty businesses. The city constructed the Wichita Falls Museum and Art Center on Archer near Midwestern University. The University, which had joined the state college system in 1961, was in the midst of a construction boom with a three-story addition to one of the dormitories, a new coliseum and athletic facilities, and a three-story science building.¹⁹

City and regional planning efforts inevitably lead to diversification of the economic base in the mid- to late-1960s and contributed to growth in Wichita Falls. The city and surrounding area continued to expand during the late 1960s. In 1967, Lake Arrowhead, located fifteen miles south of Wichita Falls, was developed by the city as a water source.²⁰ Building construction continued, and the Wichita Falls Industrial Development Incorporated touted the development of an eighty-acre industrial park with streets, utilities, and rail and highway access. The Industrial Park saw construction of a building for Johnson and Johnson with 150 employees, Tex-Color Lab with seventy-three employees, and Sprague Electric with eighty employees.²¹ Other Industrial Park projects included an expansion of the United Electric Company’s plant, the relocation of Piping Engineering Company to a larger structure, and the construction of a new Levi Strauss Company building.

¹⁴ C. of C. Program of Work Has 12 Major Objectives,” *Wichita Falls Times*, January 18, 1966.

¹⁵ It’s unclear whether the plan was ever introduced in written form. Several architects were involved in making the scale model including Caffee-Bellamy & Associates, Jess G. Dixon and Associates, Keith D. Downing, Elam and Associates, Wingle & Sharp, Harp-Killebrew-Cupit & Associates, Pardue, Read and Dice, Architects & Engineers, and Ricks and Roberts, “Skyline Changing; Architects Helping,” *Wichita Falls Record News*, August 18, 1966.

¹⁶ Business, Church, School Buildings Begun,” *Wichita Falls Times*, August 17, 1966.

¹⁷ Ibid.

¹⁸ “Business, Church, School Buildings Begun,” *Wichita Falls Times*, August 17, 1966, pg. 1; “Building Projects Change City Face,” *Wichita Falls Times*, August 17, 1966, pg. 3.

¹⁹ Ibid; “Building Hums Downtown and In Outskirts,” *Wichita Falls Times*, August 17, 1966.

²⁰ “Wichita Falls Faces 1968 with Optimism,” *Wichita Falls Times*, January 14, 1968, p. 45.

²¹ “Wichita Falls Faces 1968 with Optimism”

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Sheppard Air Force Base also saw significant investment and expansion. Over \$4.5 million was allocated to the base for construction of new facilities including a “super-barracks” that housed one thousand airmen, and contained a gymnasium, hospital chapel, commissary storage, and auto hobby shop.²² Overall, the city saw an increase in total building permits from \$12.6 million in 1966 to almost \$21 million in 1967.²³

Initial Plans for the Downtowner Motor Inn, 1964-1966

The site for the American Trust Building / Holiday Inn was originally occupied by the 1929 Kemp Hotel. Southern Hotels Incorporated, the owner of the building, attempted to sell the property throughout the early 1960s.²⁴ In April 1962, the Kemp Hotel was slated to be sold to local oilman C.T. Robertson of the King Oil Company, who was planning on renovating the building and adding a parking garage.²⁵ That sale fell through, and the building was then purchased in May 1963 by Rueben B. Knight, an independent oil producer, and his business partner Harold Shappell of Shappell Properties. Knight and Shappell initially planned an “elaborate remodeling of the entire facility.”²⁶ However, they determined that a remodel would have doubled the cost, and consequently decided to raze the building and construct a new downtown hotel.²⁷

In late November 1964, the Kemp Hotel was slated for demolition and carried out by Vilbig Materials Co. of Dallas. Shappell and Knight executed an agreement with the Memphis, Tennessee-based Downtowner Corporation, a national hotel chain to open a new location. A Downtowner Motor Inn would be built on the site.²⁸ Downtowner corporate architect George A. Thomason designed the new Wichita Falls location in accordance with the chain’s aesthetic and branding. The early plans indicated the hotel was to have 120 rooms on the second through fifth floors, a restaurant and commercial space on the first floor, covered parking for 120 cars in the basement and first floor, and penthouse office space on the sixth floor. An early drawing of the hotel was published in the local newspaper (Figure 1).²⁹

In December 1965, before construction began, Shappell and Knight sold the property to the American Trust Life Insurance Company. The plan was to keep the Downtowner Motor Inn which would be operated by Shappell and Knight as they had executed the agreement with the chain. Four additional stories would be added to the building to accommodate American Trust’s offices as well as rental office space for other commercial companies.³⁰ George A. Thomason’s initial designs for the Downtowner included a curtain wall design with stone-veneer at the base, extensions for balconies on floors two through five that would house the hotel, and panels at the east end of the 8th Street elevation. Artist conceptions shown in various newspaper articles between 1964 and 1965 differed significantly from Thomason’s eventual 1965 architectural drawings (Figures 1-2, 18-24).³¹ The design was modified in 1966 and early 1967 with the introduction of Killebrew, Cupit and Associates as the architects when the decision to partner with the Holiday Inn was made. It’s unclear why the Downtowner was replaced by the Holiday Inn.³²

²² Ibid.

²³ “Construction Here Increases in 1967,” *Wichita Falls Times*, January 14, 1968, p. 47.

²⁴ “Kemp Hotel Sale Slated Monday,” *Wichita Falls Times*, May 19, 1963, p. 1.

²⁵ “Kemp Hotel Modernization Plans Outlined,” *Wichita Falls Times*, April 20, 1962, p. 1.

²⁶ Ibid.

²⁷ “Kemp to Close as Hotel Thursday,” *Wichita Falls Times*, August 9, 1964, p. 7A.

²⁸ “Building Plans Announced: Razing of Hotel to Begin Monday,” *Wichita Falls Times*, November 22, 1964, p.1 and 4.

²⁹ Ibid; “Replacing Kemp,” *Wichita Falls Times*, November 22, 1964. Downtown Motor Inns existed in Amarillo, Corpus Christi, El Paso, Houston, Longview, Midland, and Lubbock with plans for Austin, Fort Worth, Waco, and Abilene.

³⁰ “Kemp Site Will Have Skyscraper,” *Wichita Falls Times*, December 2, 1965, p.1 and 4; “American Trust Life Building is for the Future of Wichita Falls,” *Wichita Falls Times*, May 19, 1967, p. 15; “New 10-Floor Office Building Planned for Downtown Area,” *Wichita Falls Record News*, December 3, 1965.

³¹ “New Addition,” *Wichita Falls Record News*, December 3, 1965.

³² Interestingly, the building is noted as having a Holiday Inn Downtowner Motor Hotel in an August 1967 *Times* article, indicating that details of the Holiday Inn deal may not have been completed yet. “American Trust Invests in the Future of Wichita Falls,” *Wichita Falls Times*, August 4, 1967, p. 14.

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American Trust Life Insurance Company

Insurance Industry in Post-War Texas

The insurance industry has been a major contributor to the coffers of Texas since the early days of statehood. Additionally, the insurance industry has long created jobs and fueled local economies by investing in local towns. In the 1950s, the legislature codified all insurance law into the Texas Insurance Code. The 1950s were a difficult period for insurance companies filled with scandals and failures. As a result, legislature passed sixteen insurance-related bills between 1954 and 1958, among them measures strengthening examination laws, increasing minimum capital and surplus requirements, and giving the Board of Insurance Commissioners more control to issue certificates of authority. The legislature also established the State Board of Insurance to further regulate the industry.³³

The insurance industry contributed to the Texas economy in numerous ways. The industry paid two types of taxes or fees to the state: one was the occupation company tax, and one was for license/registration or maintenance fees. The combination of these two meant that the insurance industry was in the top ten sources of tax revenue for the state.³⁴ In 1962, there were 1,147 Texas insurance firms and 747 out-of-state firms who held a total of \$11,653,421,000 worth of policies.³⁵ In 1963, there were 64,100 insurance agents across the state working for 1,081 insurance agencies. The occupation tax and registration tax paid by the insurance companies contributed approximately \$38.4 million to the state budget, placing it at number seven in revenue receipts for the state.³⁶ The insurance industry continued to grow, with cities like Dallas touting their positions as financial centers and insurance companies playing a large part in that.³⁷ The industry expanded throughout the 1960s and into the 1970s: in 1965, there was \$15.9 billion in active policies, and insurance taxes contributed \$40.8 million to the state budget; in 1966, \$17.7 billion in policies; and in 1967, \$18.6 billion.³⁸ The late 1960s through the 1970s saw consolidation of insurance companies across the country. This is when American Trust Life Insurance Company was acquired by Shearn Moody, Jr.'s Empire Life Insurance, a company chartered in Alabama.

American Trust Life Insurance Company

Branch offices of numerous state and national life insurance companies existed in Wichita Falls during the 1960s, including American Hospital and Life Insurance Company, Allstate (then owned by Sears), Eureka Life Insurance, Baldwin Montgomery Insurance Agency, National Life Insurance, South Coast Life Insurance, and Commercial Insurance, among others, but it appears that only two life insurances companies were headquartered in the city at that

³³ "Chapter III. History and Major Events Texas Department of Insurance".

³⁴ *Texas Almanac*, various years; Dallas, Texas. (<https://texashistory.unt.edu/ark:/67531/metapht113808/m1/479/?q=Insurance>; accessed December 13, 2021), University of North Texas Libraries, *The Portal to Texas History*, <https://texashistory.unt.edu>; crediting Texas State Historical Association.

³⁵ "Insurance in Texas," *Texas Almanac*, 1962-1963, book, 1964; Dallas, Texas. pp. 473-474 (<https://texashistory.unt.edu/ark:/67531/metapht113808/m1/479/?q=Insurance>; accessed December 13, 2021), University of North Texas Libraries, *The Portal to Texas History*, <https://texashistory.unt.edu>; crediting Texas State Historical Association.

³⁶ "Insurance in Texas". "Employment and Labor". pp. 477-478, 646. *Texas Almanac*, 1966-1967, book, 1965; Dallas, Texas. (<https://texashistory.unt.edu/ark:/67531/metapht113808/m1/479/?q=Insurance>; accessed December 13, 2021), University of North Texas Libraries, *The Portal to Texas History*, <https://texashistory.unt.edu>; crediting Texas State Historical Association.

³⁷ "Dallas". p. 268 Dallas touts being the number 1 insurance center in the South. *Texas Almanac*, 1970-1971, book, 1970~; (<https://texashistory.unt.edu/ark:/67531/metapht113810/m1/467/?q=%22Insurance%22>; accessed December 13, 2021), University of North Texas Libraries, *The Portal to Texas History*, <https://texashistory.unt.edu>; crediting Texas State Historical Association.

³⁸ "Insurance in Texas". pp.488-489; 462-464; "State Government Income". pp. 636; p. 647-648. *Texas Almanac*, 1968-1969, 1970-1971, book, 1967; book 1971, Dallas, Texas. (<https://texashistory.unt.edu/ark:/67531/metapht113809/m1/490/?q=%22Insurance%22>; accessed December 13, 2021), University of North Texas Libraries, *The Portal to Texas History*, <https://texashistory.unt.edu>; crediting Texas State Historical Association.

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time.³⁹ Newspapers from the 1960s indicate that apart from American Trust Life Insurance Company, the only other locally-based life insurance company in Wichita Falls at that time was the smaller Continental Investors Life Insurance Company.⁴⁰

The American Trust Life Insurance Company was started by Truman K. Pennell. Pennell, a native of Wichita Falls, and began his career in insurance after serving in the Air Force during World War II.⁴¹ "Pennell was hired in August 1946 to work with Acacia Mutual Life Insurance of Washington, D.C., in the San Antonio branch. In April 1947, he went to work for Gibraltar Life Insurance Company of Dallas and managed an agency."⁴² He then worked for Penn Mutual Insurance with Dave Coulson, who later served as a partner at American Trust.⁴³ Pennell opened the company with his partner Richard Shehane in May 1953. They started in a rented garage on Speedway with \$37,500. Headquarters were moved to the newly acquired 1924 Weeks Mansion (NRHP 1980) at 2000 Harrison Street as business began to grow in late 1953 (Figure 5).⁴⁴ The company then moved into the completed American Trust Building in downtown Wichita Falls, which formally opened in May 1968.⁴⁵

Good leadership was a key ingredient to the company's success. Concurrently, Dave Coulson and Roger Purcell were brought to Wichita Falls from Alaska by Pennell who wanted experienced partners and employees to work with him on the expansion of the company.⁴⁶ In 1955, Ted Cobb joined the firm and became the President and Chairman of the Board. Cobb had several years of experience in insurance and finance when he was recruited to join the firm; he also served as the Executive Vice President of related holding company, American Trust Underwriters, Inc, controlling stockholder of American Trust.⁴⁷ Pennell's partner Shehane became First Vice-President and Secretary and stayed with the company until his death in 1967.⁴⁸ Other leaders included Mrs. Cloressa Hill, A. Dwayne Luffman, William L. Lee, Judge W.H. Frank Barnes, Carl Kuper, Aaron A. Sturgeon, and Llyod C. Thomas.⁴⁹

American Trust also offered an extensive training program to educate sale representatives on the different life insurance policies, and this investment paid off. The company emphasized the importance of the sales representatives stating "Selling is our business, and a salesman is the life blood of any life insurance company. Nothing happens until something is sold. To be quite frank, in our organization a good salesman is a king."⁵⁰

³⁹ "Legal Notice," *Times Record News*, August 1, 1962, 14; "Ad," *Wichita Falls Times*, December 5, 1959, 8; "Eureka Names Sales Director," *Wichita Falls Times* February 2, 1964, 8; "Ad, South Coast," *Wichita Falls Times* March 4, 1964, 23; "Area Claims Men Elect Officers," *Wichita Falls Times* October 15, 1963, 19.

⁴⁰ U.S. Committee on Finance, "Tax Formula for Life Insurance Companies, Hearings Before the Committee on Finance," (Washington: United States Government Printing Office, 1959)

https://books.google.com/books?id=1I_RAAAAMAAJ&pg=PA582&lpg=PA582&dq=Continental+Investors+Life+Insurance+Company+wichita+falls&source=bl&ots=OV6qDnwGmg&sig=ACfU3U2ltOdt5JBT3Q45lsfDXb0kZbxWXA&hl=en&sa=X&ved=2ahUKEwjVue6fqdP4AhVUDkQIHbi7DWYQ6AF6BAgEAM#v=onepage&q=Continental%20Investors%20Life%20Insurance%20Company%20wichita%20falls&f=false, 582; "Insurance Center Offers Service," *Wichita Falls Times*, August 8, 1967, p-21.

⁴¹ "Founder's Counseling Has Built Big Insurance Firm". *Wichita Falls Times*, May 29, 1968, p. 31.

⁴² "American Trust Life Marks Booming Growth," *Wichita Falls Times*, June 30, 1956.

⁴³ "Founder's Counseling Has Built Big Insurance Firm", p. 33.

⁴⁴ J.W. Strong, "Weeks House, Wichita Falls, Wichita County, Texas," National Register of Historic Places Nomination Form," 1980, <https://atlas.thc.texas.gov/NR/pdfs/80004158/80004158.pdf>; "American Trust Has Impressive History," *Wichita Falls Times*, January 4, 1966; "American Trust Has Anniversary," *Wichita Falls Times*, May 25, 1957; "Phenomenal Growth First 12 Years," *Wichita Falls Times*, January 4, 1966.

⁴⁵ "American Trust Slates Opening Here Thursday Night," *Wichita Falls Times*, May 29, 1968, p. 31.

⁴⁶ "American Trust Life to Erect 10-Story Building," *Wichita Falls Times*, January 4, 1966, p. 5; "Agency Development Keys American Trust Growth," *Wichita Falls Times*, May 29, 1968, p. 33.

⁴⁷ "Ted D. Cook Has Proven a Sound Choice Back in '55," *Wichita Falls Times*, May 29, 1968, p. 34.

⁴⁸ "Insurance Executive Dies in Wichita Falls," *Dallas Morning News*, July 19, 1967, p.7.

⁴⁹ "Founders and Officers," *Wichita Falls Times*, January 4, 1966, p. 7.

⁵⁰ "American Trust has Extensive Training Program," *Wichita Falls Times*, January 4, 1966.

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Between 1957 and 1967, the assets of the business grew an astounding 354 percent and net investment increased 461 percent. By 1965, the firm was licensed in ten states and was worth approximately \$145 million.⁵¹ Roger Purcell stated “At present we are expanding at the rate of \$3 million per month in life insurance in force, and expect this rate to be greatly increased by this time next year. And every dollar’s worth of insurance is sound coverage.”⁵² The firm had a unique product in the insurance field which helped this growth—a plan called the “50/50 Trust.” The special investment contract provided as much as forty percent of annual premiums paid in tax free dividends (Figure 15). This proved extremely popular with their customers.⁵³ To keep pace with the growth, the company even boasted a “high speed system” facilitated by the installation of a new Model 20, one of the first IBM System/360 computers in North Texas in 1966.⁵⁴

Pennell and Coulson were planning a major merger to expand the company even as they moved into the new office space. By February of 1968, the company had acquired three insurance companies and continued to expand. The firm merged with Independent Insurance of Amarillo in March 1968 which raised the company assets to \$9.5 million.⁵⁵

American Trust grew to the largest insurance company in central west Texas and was an economic asset for the city of Wichita Falls, which was working to diversify its economic base in the 1960s. There were no other insurance companies of its size in the city or region.⁵⁶ A 1966 article stated that “approximately 97 percent of the company’s business originates outside of a 100-mile radius of Wichita Falls, and yet most of this money is distributed directly within the city itself.”⁵⁷ The expansion necessitated the construction of a new headquarters equipped with a business center, and the new building itself was seen as an investment in downtown. Newspaper articles noted the importance of the company to the city and region, highlighting the attendance of the Mayor at the April 1966 groundbreaking, and predicting “Wichita Falls can expect American Trust to become increasingly important to the city’s stability.”⁵⁸

American Trust continued expanding and in 1969, the Board of Directors approved a merger with Empire Life Insurance, a company owned by Shearn Moody, Jr. (1933-1996) of Galveston.⁵⁹ American Trust was an attractive company for acquisition due to its large assets and clientele. With the merger, it became the forty-fifth insurance company owned by Empire Life Insurance. The acquisition occurred during a time when Empire was buying several firms including Investors Preferred Life and Universal Life Insurance, both of Little Rock, Arkansas, and Capital Insurance of Grand Rapids, Michigan.⁶⁰ The combined companies had over \$50 million in assets.⁶¹

⁵¹ “American Trust Life to Erect 10-Story Building,” *Wichita Falls Times*, January 4, 1966, p. 5.

⁵² “Agency Development Keys American Trust Growth,” *Wichita Falls Times*, May 29, 1968, p. 33.

⁵³ “Life Company Offers Fabulous 50/50 Trust,” *Wichita Falls Times*, June 17, 1966, p. 14.

⁵⁴ “American trust Adds Computer,” *Wichita Falls Times*, December 15, 1966, p. 42.

⁵⁵ “Agency Development Keys American Trust Growth,” *Wichita Falls Times*, May 29, 1968, p. 33.

⁵⁶ “American Trust Life Helps Sound Community Growth,” *Wichita Falls Record News*, March 7, 1966.

⁵⁷ “American Trust Life Invests in Area Growth,” *Wichita Falls Times*, December 2, 1966, p. 15.

⁵⁸ “Groundbreaking is Muddy Event”. *Wichita Falls Times*, April 26, 1966, p.2; “American Trust Invests in Area Growth”. *Wichita Falls Times* December 2, 1966, p. 15.

⁵⁹ *Ibid.*

⁶⁰ “Insurance Firms Plan to Merge”. *Wichita Falls Times*, August 5, 1968, p.12; “American Trust to Vacate Center,” *Wichita Falls Times*, December 5, 1968.

⁶¹ “American Trust Merger Approved” *Wichita Falls Times*, September 26, 1968, p.21. Pennell was sentenced to five years in prison and fined \$25,000 in 1963 for violating the Securities and Exchange Act. “The government claimed Pennell used the securities company to encourage stockholders to sell their American Life stock at prices lower than market value, then, using a force of salesmen, the securities company would re-sell the stock at a high price. In some instances the profit from the deals was more than 275 percent, the government said.” It’s unclear if this had an impact on the 1969 merger. “Pennell Draws Sentence, Fine,” *Wichita Falls Record News*, August 20, 1963; “Pennell Surrenders to U.S. Marshals,” *Wichita Falls Record News*, October 23, 1963. In 1970 Pennell was involved in a law suit where the defendants claimed he breached the contract alleging damages of almost \$4 million against American Trust Life and Pennell personally. The Judge ruled that the plaintiff failed to substantiate the breach of contract. For more see “\$4 Million Suit Jury is Selected,” *Wichita Falls Times*, June 23, 1970; “Plaintiff Denied Judgement in Suit,” *Wichita Falls Times*, July 21, 1970.

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Design and Construction of the American Trust Building / Holiday Inn in Wichita Falls

The architectural drawings were modified by Killebrew, Cupit and Associates between 1966 and 1967 after the property was sold to American Trust and the deal was made with Holiday Inn. Killebrew, Cupit and Associates retained most of Thomason's exterior design except for the balconies at floors two through five and some of the panels on the secondary (southwest) elevation, instead leaving a vertical strip of cast concrete panels on the facade. The stone veneer at the base was eliminated and replaced with red brick. Killebrew's design was more modest overall but it's unclear why that was the case. The Holiday Inn had their own corporate architect, William Bond. He apparently did not make design changes, though he most likely reviewed the plans to ensure that they met the standards for the hotel chain.

When the American Trust Building/Holiday Inn opened in May of 1968, a special edition in the newspaper praised all the contractors involved under J. L. Hair and Sons Construction Co. Inc. These included Morris Plumbing Co. Inc., W. S. Duke Concrete Construction, Burcamp Steel Company, Crawford Painting and Decorating, Lydick Roofing Co., Texhoma Builders Supply, Douglas Floor Co., R. O. Green Construction Co., Peoples Electric Company, City Concrete Inc., Builders Supply Co., W. P. Howle, Brick Contractor, Inc., Midwest Plastering Co., Moline Builders Hardware and Supply, Breggle Building Products, and Paddock Seablue Pools.⁶²

The property was the first combined office and hotel building in Wichita Falls housing the corporate headquarters for the American Trust Life Insurance Company, the Holiday Inn downtown, along with ground floor retail. The first five floors of the building housed the Holiday Inn and retail, the upper floors were leased office space, with the tenth floor reserved for the American Trust corporate headquarters. The 10-story property was a distinct post-war commercial building exemplifying the use of curtain wall technology. It was characterized by the L-shaped tower on base configuration, vertical and horizontal massing, unadorned red brick cladding, vertical band of cast-concrete panels, flat roof, integrated underground parking garage, and pool. These characteristics combined formed a Modern presence befitting American Trust's emergence and growth as a multi-faceted insurance and underwriting company with branches across Texas.

The American Trust Building/Holiday Inn was unique among the Holiday Inn franchise in that the building was designed specifically for the Downtowner Motor Inn chain, and was subsequently redesigned for a different hotel chain. The presence of combined office and retail space represented a new version of Holiday Inn design, because the buildings were used exclusively for hotel purposes least until the mid-1960s. The Holiday Inn is discussed in more depth in a later section.

The designs for the building and the final product received abundant praise in the special edition advertising the grand opening celebration on May 30, 1968: "The new "American Trust" building not only enhances the already impressive "skyline of our city"...it adds to the beauty of our fine, downtown business district. The faith that "American Trust" has had in this city and area is exemplified by the construction of their beautiful new headquarters." It went on to call this building "one of the most modern insurance offices in the southwest."⁶³ Another article called it a "modern ten-story structure of spacious windows and luxurious comfort for their modern business."⁶⁴

Also known as the American Trust Center, it was touted as the tallest and most expensive building constructed in downtown at the time, symbolizing the growth and success of the company (Figure 7). "The skyline acting as a growth – chart for a city, reflects the business progress of Wichita Falls. Once again this downtown corner is to be the center

⁶² "American Trust Center," *Wichita Falls Record News*, May 30, 1968, p. 56.

⁶³ "American Trust Center," *Wichita Falls Record News*, May 30, 1968, p. 57.

⁶⁴ "Always Forward," *Wichita Falls Record News*, May 30, 1968.

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of signs of progress.” The building was anticipated to be the nerve center for several businesses.⁶⁵ By the time American Trust occupied the top floor, several other occupants including the Holiday Inn were already operating. Leasing and management were handled by Hirschi-Brown Company.⁶⁶ The special edition of the newspaper mentioned:

Office space is being prepared for several tenants on the upper floors of the American Trust Center, the city’s newest and most modern office complex. The total design of the American Trust Center offers a complete community of service industries for the firm seeking a prestige location. Unique features of the Center include custom designed office space, four pipe zone air conditioning, Muzak, hotel rooms for visiting clients, and a fine restaurant. Private club and pool privileges are also available. Other convenience features are a stock brokerage firm, adjacent to major banks, barber and beauty shops. Future expansion of the center will add additional shopping, office and parking space.⁶⁷

The tenth floor was reserved for American Trust Life Insurance Company. Noteworthy spaces and details included Truman Pennell’s large office, offices with panoramic views, an IBM computer and self-contained telephone system, and a reception area with mauve, tan, and brown tones to welcome visitors (Figures 11-14).⁶⁸ Barry Dillon was responsible for the office decorations.

The American Trust Building was one of several new construction or modernization projects taking place in downtown Wichita Falls in the 1950s and 1960s. Other examples included the Oil and Gas Building (813 8th Street) constructed in 1926, which had a facade renovation in 1952.⁶⁹ The facade was changed to a simple red brick with minimal sleek vertical ornamentation on the primary elevation. The First Wichita Building (First National Bank), another high-rise located across the street from American Trust was constructed in 1966-1967 and expressed its use as an office building with small, recessed windows set in vertical bands and distinct blue porcelain panels. The Wichita County Courthouse underwent significant rehabilitation in 1966-1967 and is virtually without windows except for at the entrance. The exterior is brick with pebble stone and concrete. The AT&T Building (Southwestern Bell, 1956) is similar to high-rise buildings the company constructed in cities across the state, with simple tan brick and the elevations punctuated by small windows. While these buildings reflect a Modern aesthetic, none have the expansive glass curtain walls expressing the openness of the style as exhibited by the American Trust Building. The building design was regarded as distinct in the city in 1968.

Holiday Inn

In the years after World War II, travel, vacations and leisure became more important to American families. The development of American highways under Eisenhower’s Federal Aid Highway Act of 1956 helped revive the travel industry. Pent up consumer demand and the ability to purchase cars and take family vacations gave rise to a new type of hotel. By the 1950s, chain and franchise motels were springing up alongside the interstates, overtaking earlier “mom and pop” tourist courts. Franchise chains like the Holiday Inn changed the landscape of the hotel industry, often blurring the distinction between hotels and motels. They developed a standard floor plan format, amenities, and visually recognizable characteristics for their establishments.⁷⁰

⁶⁵ “Skyline Change Due Downtown,” *Wichita Falls Times*, January 16, 1966.

⁶⁶ “Fills Skyline,” *Wichita Falls Times*, January 5, 1968; “Hirschi-Brown Will Manage Office Leasing,” *Wichita Falls Record News*, May 30, 1968.

⁶⁷ “Hirschi-Brown Will Manage Office Leasing,” *Wichita Falls Record News*, May 30, 1968.

⁶⁸ “Agency Development Keys American Trust Growth,” *Wichita Falls Times*, May 29, 1968, p. 33; “American Trust Slates Open House Here Thursday,” *Wichita Falls Record News*, May 30, 1968.

⁶⁹ “Tom White Purchases Oil and Gas Building,” *Wichita Falls Times*, April 13, 1962, p.1.

⁷⁰ Wood, “The Rise and Fall of the Great American Motel.”

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History of Holiday Inn

The Holiday Inn was started by Kemmons Wilson, a Memphis house builder, in 1951. The idea for the Holiday Inn corporation came to Wilson after having an unsatisfactory lodging experience while on vacation with his family. This experience inspired him to design a motel that would be standardized in room size and amenities and strategically located within a day's drive from one facility to another.⁷¹ Wilson concluded "that the hotel industry was the "great untouched business in the country." Immature and inconsistent, yet facing an increasing demand from business and leisure travelers crossing the country by automobile, the motel industry was ripe for organized, well-financed, development."⁷²

Named after the Bing Crosby film "Holiday Inn," the first Holiday Inn Court opened in Memphis, Tennessee in August 1952.⁷³ The Great Sign as it was known, with the neon star and green and yellow colors, was situated at the road side to draw in business.⁷⁴ Wilson was able to construct three other hotels in Memphis before he ran out of money. He partnered with Wallace Johnson, a successful tract-housing developer based in Memphis, and in 1954, the two incorporated Holiday Inn of America. Johnson helped Wilson develop the franchise system for the company, with the first Holiday Inn franchise opening in Clarksdale, Mississippi. Under the franchise system, Wilson would be paid by franchisees for rights use to the design, operational concepts, and Holiday inn name.⁷⁵ Two years later, Wilson and Johnson brought in William B. Walton, a local attorney, as Executive Vice President, and in 1957 they took the corporation public. The company also brought in Jack Ladd and E. B. McCool (Johnson's brother-in-law) to sell franchises. This allowed the franchisees to build and operate the hotels offering consistent services and equipment that met the Holiday Inn standards including no charge for children under the age of twelve, free television and phone in every room, air conditioning, a restaurant, swimming pool, no key deposit, baby-sitter references, dog kennel, and free parking.⁷⁶

The company also gained early success by developing the "Roadside Holiday Inn" design concept. When the first Holiday Inns were designed, the plans called for a series of barracks-like rows of single-story brick buildings. The pool often was situated at the edge of the site, as were the lobby and restaurant buildings. In 1956, however, the company contracted the services of William W. Bond, a Memphis architect, to develop the chain's new properties. In 1958 Holiday Inn unveiled its now classic design, in which two-story flat-roofed room segments formed a U-or-L shaped courtyard. Dubbed "U-2" by executives in the company, this design featured a centrally situated public space with a large swimming pool, recreational facilities, and perimeter landscaping. A building containing a lobby, restaurant, meeting rooms closed the courtyard. The site layouts, number of guest rooms, meeting-room capacities, and other features differed from location to location because of land-parcel configurations and franchisees' expectations for guest demand.⁷⁷

Holiday Inn grew substantially during the 1960s. By 1962, they were opening two hotels a week, and by 1964, five hundred Holiday Inns were in operation.⁷⁸ Holiday Inns were initially located along major highways, but by the mid-1960s, Holiday Inns also began appearing in larger city downtowns in an effort to draw in business travelers. Holiday Inns were often considered the best accommodations in smaller cities and the chain began growing internationally as

⁷¹ "The Holiday Inn Story" *Kemmons Wilson Companies*, Accessed December 8, 2021, <http://kwilson.com/our-story/holiday-inn/>.

⁷² John A. Jackle, Keith A. Sculle, and Jefferson S. Rogers, *The Motel in America* (Baltimore: The Johns Hopkins University Press, 1996, 263.

⁷³ John A. Jackle, Keith A. Sculle, and Jefferson S. Rogers, *The Motel in America*, 263.

⁷⁴ *Ibid*, 265.

⁷⁵ *Ibid*, 265.

⁷⁶ *Ibid*, 177, 265-266.

⁷⁷ *Ibid*, 267-269.

⁷⁸ *Ibid*, 177, 266.

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well.⁷⁹ The Holiday Inn company was noted as “one of the great business success stories of America.” The hotel chain was recognized for having “led the motel industry’s transformation from an aggregate of independent, largely disorganized, and inconsistent local businesses to a set of standardized properties dominated by internationally oriented corporate networks...”⁸⁰ Wilson and the company developed several other innovative business strategies. They formed an early partnership with Gulf Oil, allowing Gulf credit card holders to charge their hotel stay to their cards. Pan American Airways and Holiday Inn had a referral arrangement between the two companies. They purchased subsidiary companies that provided hotel supplies, goods and equipment, paper products, branding and promotional materials, furnishings, and rugs and carpeting to ensure that all locations had Holiday Inn-quality products. IBM and Holiday Inn collaborated to develop the first central reservation system in the hospitality industry, the Holidex Reservation System.⁸¹ “The Holidex went on-line in the summer of 1965; at the time it was the world’s largest commercial computerized communication system and far exceeded the capabilities of other lodging reservation networks.”⁸²

Among its many perks, the franchise system was most valuable in strengthening the Holiday Inn brand and showing the hotel/motel industry its benefit. There were other early franchise or chain motels such as the Alamo Plaza chain, but it was Holiday Inn that perfected and took advantage of this system. The financial arrangement and quality-oriented business model achieved through franchises helped to make Holiday Inn an extremely successful corporation.⁸³ The franchises followed a standard formula: the franchise holders financed the land and development of the building and paid a fee of \$15,000, royalties, and a six percent fee of the annual gross income of the motel or hotel. In return, the franchise holder was guaranteed national advertising, a well-known brand name, and a chain wide reservation system.⁸⁴ In the first few years, Holiday Inn had requests from thirty-five states for franchises.⁸⁵ By the late 1960s, there were 835 Holiday Inns in forty-eight states, Canada, Puerto Rico, and the Bahamas.⁸⁶ By 1974, it was the largest hotel chain in the United States with 1,703 properties, followed by Best Western with 1,300, Friendship Inns with 1,087, Ramada Inns at 669, and Howard Johnson’s with 531.⁸⁷

Holiday Inn Downtown in Wichita Falls

The Holiday Inn franchise came to downtown Wichita Falls in 1967, with the construction of the American Trust Life Insurance Company building. The lease with Holiday Inn was signed in February of that year and hailed as an important accomplishment for downtown Wichita Falls. The demolition of the Kemp Hotel on the site left the central business district without any large hotels, and at the time there were no post-war chain hotels in downtown.⁸⁸ Edwin Lindquist, Chairman of the Board, Inn Operations, and Robert Brock, president of the corporation of Inn Operations, both came to Wichita Falls to sign the lease agreement.⁸⁹ T. K. Pennell, founder of American Trust, and Ted Cobb, then-president of the company, were both on hand for the lease signing. The Holiday Inn for downtown was “hailed by the city’s business leaders as a significant event in the downtown Wichita Falls development.”⁹⁰

⁷⁹ Ibid, 270, 272.

⁸⁰ Ibid, 174-175, 261.

⁸¹ Ibid, 270-271; “The Holiday Inn Story” *Kemmons Wilson Companies*, Accessed December 8, 2021, <http://kwilson.com/our-story/holiday-inn/>;

⁸² John A. Jackle, Keith A. Sculle, and Jefferson S. Rogers, *The Motel in America*, 271.

⁸³ Willis, Alfred, “Holiday Inn University, Olive Branch DeSoto County, Mississippi.”

⁸⁴ “Man With 300,000 Beds” (cover) and “Rapid Rise of the Host with the Most,” *Time*, June 12, 1972. pp. 79-89.

<http://content.time.com/time/subscriber/article/0,33009,906054-6,00.html>, accessed December 9, 2021.

⁸⁵ “Founder Saw Dream Come True,” *Corpus Christi Times*, July 11, 1958, p.44.

⁸⁶ “Holiday Inns Grew Coast to Coast Overnight,” *Bradford Era (Pennsylvania)*, August 25, 1967, p. 25.

⁸⁷ John A. Jackle, Keith A. Sculle, and Jefferson S. Rogers, *The Motel in America*, 177.

⁸⁸ “Holiday Inn Lease Signed,” *Wichita Falls Times*, February 19, 1967, p. 1, 4.

⁸⁹ Ibid.

⁹⁰ Ibid.

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Unlike the signature two-story flat-roofed Holiday Inns with a U or L shaped configuration operating as stand-alone lodging along highways, the design of the late 1960s and early 1970s downtown locations diverged quite a bit and were usually high-rise buildings solely used as hotels.⁹¹ The Holiday Inn occupied the first five floors of the American Trust building with all its services and amenities housed together. The first floor housed the lobby with four high speed elevators, Muriel Norman Cosmetics, Bella Dona Beauty Salon, Blue Star Barber shop, Adams Drug store, restaurant, meeting room, and Avis Rent-A-Car. Floors two through five offered 117 hotel rooms, and it was the only downtown hotel to have an integrated underground parking, and a pool. The Holiday Inn sign was hung at the corner of Scott and Eighth with an additional sign on the roof advertising to motorists along the Red River Expressway.⁹²

The interior reflected the typical design standardization by name brand hotel chains, especially the later downtown Holiday Inns. In addition to office space and room for the conference center on upper floors, Holiday Inns typically had standardized room sizes, placement of lobbies and amenities, internal circulation systems, and exterior and interior materials. The standard room size for Holiday in was 12 feet by 26 feet. The rooms for the Wichita Falls Holiday Inn measured 12 feet 7 inches by 22 feet 7 inches, slightly smaller than the standard Holiday Inn. The lobby and pool area were similar to that of other downtown Holiday Inns. It's unclear whether other downtown Holiday Inn locations had retail as little information was located about them.

The new hotel, and the American Trust building in general, reflected city planning and efforts by the local business community to revitalize downtown Wichita Falls at a time when it was competing with rapid suburbanization. The American Trust Center represented the commercial growth and development of downtown Wichita Falls in the 1960s, and was the first business center in the city. The mixed-use by the corporate headquarters for American Trust Life Insurance Company and Holiday Inn allowed the hotel to accommodate not only out of town guests and tourists, but also professionals and convention visitors, and the local business community and organizations by offering meeting and event spaces. Robert Brock of Holiday Inn remarked:

Wichita Falls very obviously needs a facility of this type in its downtown area and we are delighted to share this beautiful building with American Trust Life. American Trust Life has spent a lot of money in the public interest to give Wichita Falls something really nice and this building is above and beyond what is required. This American Trust Center is something Wichita Falls can be very proud of and we're happy to be a part of it.⁹³

The downtown Holiday Inn was the second one constructed in the city limits. The first was a motor inn version of Holiday Inn's hotel/motel types constructed ca. 1958 on the Henrietta Highway, then the thirtieth in the hotel chain.⁹⁴ After construction of the downtown Holiday Inn, it became known as Holiday Inn Wichita Falls, East.⁹⁵ The Holiday

⁹¹ Research did not yield information about any other examples of downtown high-rise Holiday Inns in north central Texas in the 1960s. A few other Texas examples located were in large cities. The Holiday Inn South in Austin (extant, altered) was a 14-story circular high-rise tower constructed in downtown Austin near town lake at 20 N Interstate Hwy 35 c. 1967, and appears to have been solely used as a hotel and conference center, "Inn Manager," *The Austin Statesman*, December 30, 1967; The Holiday Inn Downtown Dallas (extant, altered) constructed in 1969 at 1015 Elm St. was a high-rise tower used as a hotel and conference center, Advertisement, *Dallas Morning News*, September 14, 1969; The Holiday Inn Downtown El Paso (extant, severely altered) constructed in 1970 at 113 West Missouri St. as a 17-story tower, appears to have been solely reserved for hotel use and conferences, "Holiday Inn Prepares Open House," *El Paso Herald-Post*, May 2, 1970, "Holiday Inn Formally Opens Downtown Sunday," *El Paso Times*, May 3, 1970; The Holiday Inn Downtown Houston (extant, vacant) at 801 Calhoun was constructed in 1972 as a high-rise tower-on-podium, and appears to have been used a hotel and conference center, "Holiday Inn-Downtown Houston," *Arch-ive.org*, <https://arch-ive.org/archive/holiday-inn-downtown-houston/>, accessed July 7th, 2022.

⁹² "New Holiday Inn Planned," *Wichita Falls Times*, February 19, 1967, p. 4; Advertisement, *Wichita Falls Record News*, May 30, 1968, p. 60; "American Trust Center is Nearing Completion," *Wichita Falls Times*, January 5, 1968, p. 13.

⁹³ "Holiday Inn Lease Signed."

⁹⁴ "Holiday Inn Opening Slated Saturday, Sunday," *Wichita Falls Times*, June 5, 1959, p.18.

⁹⁵ "New Holiday Inn Planned," *Wichita Falls Times*, February 1967, p. 4.

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Inn remained in the nominated building until the late 1990s when the hotel closed, and a local hotel chain took over the space.

1960s Holiday Inns in North Central Texas

The Holiday Inn in Wichita Falls appears to be the only franchise located in a downtown high-rise in north central Texas. A review of historic newspapers indicates that most Holiday Inns constructed in north central Texas in the 1960s were low-rise motels or motor courts located on the outskirts of town adjacent to large highways. They consisted primarily of two-story motel complexes with central courtyard and swimming pool. In Denton, in the early 1960s a Holiday Inn (now the Budget Host Inn & Suites at 1500 Dallas Drive) was constructed at present-day I-35 and Dallas Drive at the southeast edge of town. It consisted of three two-story buildings forming a trapezoidal shape with a pool at the center.⁹⁶ The Holiday Inn in Sherman opened off north I-75 in 1961 with 61 rooms and expanded to add an additional 36 units in 1965.⁹⁷ In the late 1960s, plans were announced for the construction of a Holiday Inn Motel in Denison, which at the time was the largest motel in town and was sited at the south edge of town at the traffic circle.⁹⁸ Finally, a Holiday Inn opened in Carrollton in 1967 (present-day 1735 S Interstate 35E), although it is no longer extant.⁹⁹ The only more centrally located Holiday Inns during that time appear to be those constructed in Amarillo: the Holiday Inn Midtown (317 East Amarillo Boulevard), the Holiday Inn West (601 West Amarillo Boulevard), and the Holiday Inn East (1411 East Amarillo Boulevard). All were low-rise motels, and none appear to be extant.¹⁰⁰

Post-War Hotels and Motels in Wichita Falls

One of the early hotels constructed in downtown Wichita Falls was the William and Mary Hotel at 10th and Travis Street. Originally built in 1919, the hotel later operated under the names Earle Hotel, Eagle Hotel, and Plaza Hotel. In 1960 the three-story building was converted to modern apartments, and it was eventually demolished.¹⁰¹ The only other extant downtown mid-rise hotel appears to be the former 1927 (remodeled 1958) Marchman Hotel at 10th and Lamar, which is drastically altered. The remaining post-war hotels and motor courts constructed were located on the outskirts of town adjacent to major thoroughfares. In 1969, the newspaper listed:¹⁰²

- Cardinal Inn Motel (1957)
 - 1225 Sheppard Access Road.
 - One-story, 30 units, restaurant, and pool. Masonry with brick, stucco, and plaster.¹⁰³
 - Budget, motor court.
- Catalina Motor Hotel (1951)
 - 118 East Scott.
 - Served as motel and apartments. 1950s newspaper stated it was “one of the newest and most luxurious motor hotels in the Southwest.” With “ultra-modern” design, indoor swimming pool, and playground.”¹⁰⁴

⁹⁶ “CC Hotel Panel Hears Holiday Inn Proposal,” *Denton Record Chronical*, March 6, 1960, 1; “Holiday Inn Officials Here for Motel Plans.” *Denton Record Chronical*, May 14, 1961, 5; Historicaerials.com.

⁹⁷ “Couple Purchase Sherman Motel,” *Fort Worth Star Telegram*, August 18, 1961, 4; “Holiday Inn At Sherman Will Expand,” *Fort Worth Star Telegram*, October 14, 1965, 13.

⁹⁸ “Denison to Get Holiday Inn,” *Fort Worth Star Telegram*, June 27, 1968, 3.

⁹⁹ “108-Unit Holiday Inn Opens Doors Here,” *Carrollton Chronical*, October 19, 1967, 1.

¹⁰⁰ “Ad.” *Amarillo Daily News*, May 13, 1967, 11; Historicaerials.com.

¹⁰¹ “Hotel to be Converted to Apartments,” *Wichita Falls Times*, January 3, 1960, 1; historicaerials.com.

¹⁰² “BankAmericards Honored by Long List of Merchants,” *Wichita Falls*, November 30, 1969, 39.

¹⁰³ “Work to Start on Inn Motel,” *Wichita Falls Times*, April 17, 1957.

¹⁰⁴ “Ad,” *Wichita Falls Times*, February 26, 1963; “Catalina Motor Hotel is Sold,” *Wichita Falls Times*, October 4, 1955, 10.

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- Budget, motor court.
- Holiday Inn (ca. 1958)¹⁰⁵
 - 1900 Henrietta Highway.
 - 81 units, swimming pool, two-story commercial building with restaurant and shops. Designed by Sam Mobley, Wichita, KS.
 - Budget, motor court.
- Imperial “400” Motel (1963)¹⁰⁶
 - Located at 306 Scott, corner of 4th and Scott (demolished).
 - Touted as “luxurious” had 65 units, two-stories, heated pool.
 - Budget, motor court.
- La Siesta Motel, Seymour (c. late 1950s)¹⁰⁷
 - 3124 Iowa Park Road near Beverly Drive.
 - 20 units, 2- and 3-bedroom cabins.
- Ramada Inn (1962-1963)¹⁰⁸
 - Motel/Apartment complex at Red River Valley Expressway north of Maurine Street.
 - Planned to have motor hotel, apartments, gas station, club, beauty and barber shops, and other services.
 - Budget, motor court.
- River Oaks Motor Hotel (1963)¹⁰⁹
 - Red River Valley Expressway and Iowa Park Road.
 - Advertised as “luxurious” and the “most modern” with 90 units.
- Sands Motel (1957)¹¹⁰
 - Also called Western Sands Motel.
 - 3135 Seymour Highway.
 - U-shaped motel with 32 units surrounding a pool. Brick veneer construction.
 - Budget, motor court.
- Town and Country Motor Hotel (ca. late 1940s)¹¹¹
 - 1203 East Scott.
 - Budget, motor hotel.
- Trade Winds Motor Hotel (1964)¹¹²
 - Located at 13th at Broad and Holliday.
 - Designed by Houston-based Dunaway and Jones with brick and blue mosaic tile. Designed to be luxury motor hotel.
- Villa Motel (1963)¹¹³
 - 4027 Burkburnett Road.
 - Two story apartment motel with restaurant and pool.
 - Also advertised as “newest and most modern” with country western design.

¹⁰⁵ “Motel Building Boomed Here in ’57,” *Wichita Falls Times*, January 19, 1958, 70.

¹⁰⁶ “New Motel Schedules Open House,” *Wichita Falls Times*, April 4, 1963, 8.

¹⁰⁷ “Ad,” *Wichita Falls Times*, July 5, 1956, 15.

¹⁰⁸ “\$1,500,000 Motel Complex Planned,” *Wichita Falls Times*, September 9, 1962, 1.

¹⁰⁹ “River Oaks Motel Sets Formal Opening,” *Wichita Falls Times*, October 27, 1963.

¹¹⁰ “Motel Building Boomed Here in ’57,” *Wichita Falls Times*, January 19, 1958, 70.

¹¹¹ “Hospitality Feature,” *Times Record News*, November 27, 1967, 18.

¹¹² “City’s Newest Motor Hotel Grand Opening Sunday,” *Wichita Falls Times*, June 4, 1964, 7.

¹¹³ “Villa Motel Formal Opening,” *Wichita Falls Times*, July 19, 1963; “Wayfarer Motor Hotel has Pool Feature,” *Wichita Falls Times*, August 3, 1958, 58.

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- Budget, motor motel.
- Wayfarer Motor Hotel (1958)¹¹⁴
 - Located on Henrietta Highway.
 - 64 units, restaurant, swimming pool with footbridge.
 - Noted as “contemporary style” with brightly colored glazed brick, masonry, and plastic panels.

Petroleum Building

Soon after the acquisition by Empire Life Insurance, the building was sold to Peerless Life Insurance Company of Dallas in 1970 and promptly renamed the Petroleum Building.¹¹⁵ The penthouse floor was leased to oil operators Moran Brothers, Incorporated; other lessees included the Census Bureau.¹¹⁶ In 1974, Peerless Insurance sold the building, although the Holiday Inn remained in operation there.¹¹⁷ During the mid-to-late 1970s, the building was advertised as the “most modern office building” and the center of oil in Wichita Falls (Figure 17).¹¹⁸ Various businesses rented office space in the building through the years, but the sixth and seventh floor were inexplicably vacant from construction until 1977.¹¹⁹ In 1979, the hotel was sold to Safari Properties of Natchitoches, Louisiana. They leased the five hotel floors from Oklahoma-based Petroleum Building, Ltd.¹²⁰ The Moran Brothers vacated the top floor at the end of 1979 and advertisements to fill the “oil company executive offices” ran in the local papers.¹²¹ An additional parking garage was proposed in 1979 but never constructed. A. G. Edwards & Sons, Inc, a local branch of a stock and commodity brokerage firm, moved into the building in spring of 1985 and leased more than 3,500 square feet of office space on the east side of the building.¹²² The same year, Safari Properties sold the hotel to Otak Inc of Fort Worth, although it continued to house the Downtown Holiday Inn into the 1990s.¹²³

Architects

*Killebrew, Cupit and Associates*¹²⁴

James Robert Killebrew (1918-2005)

James Robert Killebrew was born 1918 in Okmulgee, Oklahoma. He received his degree in architecture and engineering from the University of Texas at Austin in 1949. From 1946 to 1948, he was a draftsman for Carlton Brush architects, a firm with offices in Texas, Alabama and Tennessee.¹²⁵ He also served as a Captain in the United States Navy in World War II and Korea.¹²⁶ After World War II, he had a series of firms including Turner and Killebrew, 1950 to 1956, and Harris and Killebrew, 1956 to 1960. It’s important to note that at the time when the nominated building was constructed, the firm went by Killebrew, Cupit and Associates. This firm consisted of principals Killebrew and

¹¹⁴ “Motel Building Boomed Here in ’57,” *Wichita Falls Times*, January 19, 1958, 70.

¹¹⁵ “Downtown Building Gets New Name”. *Wichita Falls Times*, January 13, 1970, p.1.

¹¹⁶ *Ibid.*

¹¹⁷ “Petroleum Building Offered For Sale”. *Wichita Falls Times*, June 30, 1974, p. 16.

¹¹⁸ “Office Space Available,” *Wichita Falls Times*, February 27, 1977, p. 17.

¹¹⁹ “Petroleum Building Seventh Floor Gets Tenant,” *Wichita Falls Times*, October 9, 1977.

¹²⁰ “Louisiana Company Buys Holiday Inn,” *Times Record News*, November 12, 1985, p. 1.

¹²¹ “For Lease,” *Times Record News*, October 12, 1979, p. 13.

¹²² “Brokerage Firm Finds New Home in Wichita Tower,” *Times Record News*, February 9, 1985, p. 9.

¹²³ “Louisiana Company Buys Holiday Inn,” *Times Record News*, November 12, 1985, p. 1.

¹²⁴ The architectural drawings for this building read James R. Killebrew & Associates and the design is attributed to Cupit as well. It’s unclear why the two different names were used.

¹²⁵ American Institute of Architects, *American Architects Directory*, 1970 R.R. Bowker LLC, p. 488 and 1962, p.378.

¹²⁶ https://images.findagrave.com/photos/2014/68/19089966_1394489476.jpg.

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James Cupit, along with Ronald Rucker who joined the firm in 1965 and became a partner in late 1968.¹²⁷ The firm was then known as Killebrew, Cupit, Rucker and Associates. Killebrew was registered in several states aside from Texas, including Arkansas, Colorado, Connecticut, Florida, Georgia, Indiana, Massachusetts, Missouri, New Mexico, North Carolina, North Dakota, Oklahoma, and Tennessee. He was also a licensed engineer and served as president of the North Central Texas chapter of Texas Society of Professional Engineers, and served on various committees within of the Texas Society of Architects and was chapter president. At one point Killebrew was an instructor at Midwestern University. In 1975, Killebrew became a Fellow of the American Institute of Architects (AIA). In 1992, he relocated to the Dallas area and joined DFW Airport as a structural inspector and structural engineer. In that position, he provided design input and structural inspection of the state-of-the-art rental car facility, numerous parking garages, the people mover, Skylink, and the new Airport Emergency Operations Center.¹²⁸

James Malcom Cupit (1931-)

James Malcolm Cupit was born in Austin, Texas. He attended Texas A&M, and later graduated from the University of Texas at Austin with a degree in architecture in 1960.¹²⁹ Cupit's father, William Cupit, was an oil executive, and the family lived in Wichita Falls for several years before James attended college in Austin.¹³⁰ He also served in the Marines.¹³¹ Cupit became a partner in Killebrew's firm in 1964.¹³² He was active in civic organizations including the YMCA, serving on the board of directors.¹³³ He also served as vice-president of the Texas-Exes alumni association in Wichita Falls.¹³⁴ Cupit later moved to San Antonio where he worked as an architect for Zachry International.¹³⁵

Over the years, Killebrew's firms designed several buildings in the northwest Texas area. They include Ben Milam Elementary School (Wichita Falls, 1956); Bethania Hospital (Wichita Falls, 1959); Burkburnett High School Phase I (Burkburnett, 1961); Burkburnett Elementary School (1960-1961); Parker Square State Bank (Wichita Falls, 1961); First State Bank (Wichita Falls, 1961); the Midwestern University Coliseum (Wichita Falls, 1968); Wichita General Hospital (Wichita Falls, 1969); Vernon Mental Health Center (Vernon, Texas, 1969), and Wilbarger General Hospital (Vernon, Texas, 1969).¹³⁶ The firm also designed schools associated with Sheppard Air Force Base (Wichita Falls, 1959).¹³⁷ Other buildings and projects included a highway warehouse and shops for the Texas Department of Transportation (1960), a wing of the Kemp Library (1963), an education building for Trinity Presbyterian Church (1960), an outdoor amphitheater for the Memorial Auditorium in Wichita Falls (1961), the hospital in Plainview, schools for the Olney, Texas school district (1971) and the Nocona Hospital (1971).¹³⁸ Parker Square Savings and

¹²⁷ "New Partner," *Wichita Falls Times*, December 1, 1968 p. 52.

¹²⁸ "James Robert Killebrew," *Fort Worth Star Telegram*, January 4, 2006, p. B6; "Eight Texas Fellows," *Texas Architect*, May/June 1975, page 35.

¹²⁹ https://www.ancestry.com/imageviewer/collections/1265/images/40391_b92219-00462?treeid=&personid=&hintid=&queryId=0cb1c00942fd22bf7a3e7c4996fd7123&usePUB=true&_phsrc=Iky404&_phstart=successSource&usePUBJs=true&_ga=2.1758642.261502168.1596826291-1773722522.1573946162&pId=265839965.

¹³⁰ "Former Humble Official Dies," *Wichita Falls Times*, January 16, 1962, p.4.

¹³¹ "Large Group to Be Inducted," *Wichita Falls Times*, January 23, 1952, p. 2.

¹³² Advertisement. *Wichita Falls Times*, September 20, 1964, p. 28.

¹³³ "YMCA Plans Annual Drive," *Wichita Falls Times*, January 6, 1967 p. 13.

¹³⁴ "Wichita Falls Exs Hear UT President," *Wichita Falls Times Record News*, March 1, 1969, p. 2.

¹³⁵ James Cupit. https://search.ancestry.com/cgi-bin/sse.dll?indiv=1&dbid=1788&h=108217701&tid=&pid=&queryId=cb93814cb9a236228e844228a6dc53ff&usePUB=true&_phsrc=Iky412&_phstart=successSource. "Sinai Project Lecture Topic," *San Antonio Express*, January 30, 1977, p.25.

¹³⁶ American Institute of Architects, American Architects Directory, 1970 R.R. Bowker LLC, p. 488 and 1962, p.378.

¹³⁷ "SAFB School Bids Opened," *Wichita Falls Times*, March 27, 1959 p. 11.

¹³⁸ "Highway Shop Bids Invited," *Wichita Falls Times*, October 3, 1960 p.1; "Action Started on City Buildings," *Wichita Falls Times*, January 11, 1963 p.3; "Educational Building," *Wichita Falls Times*, December 5, 1960 p.2; "Construction Begins on Acoustical Shell," *Wichita Falls Times*, October 16, 1961 p.18. "Sub-Committee Chairmen Named in Olney Program," *Olney Enterprise*, February 4, 1971 p.1; "Board Pleased

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Loan was designed by the firm in 1976.¹³⁹ The firm was awarded a contract to conduct part of the National Fallout Shelter Survey and assess civil defense facilities and civil defense warning systems. The contract called for review in multiple cities across Texas including Austin, Abilene, Bryan, Dallas, Lufkin, Paris, San Antonio, Tyler, Wichita Falls, and Del Rio.¹⁴⁰ The design elements of the American Trust Building/Holiday Inn are consistent with those utilized by Killebrew during the mid-20th century. In Wichita Falls the 1956 Ben Milam Elementary School, 1961 First State Bank, and 1961 Parker Square State Bank Building feature simple designs, similar repeated use of industrial materials, and horizontal bands of windows.

One of the more interesting buildings designed by the firm is the Coliseum (also known as the Physical Education Building and the D. L. Ligon Coliseum) at Midwestern State University constructed from 1967 to 1969, which was during the design and construction phase of the American Trust Building/Holiday Inn. The coliseum was hailed as the “largest and most expensive building ever constructed in Wichita Falls.”¹⁴¹ The building was constructed to accommodate ten thousand students in one hundred thirty thousand square feet. The \$3 million building was built to house the Athletics Department and the Department of Health and Physical Education.¹⁴² The building has three main areas including an Olympic-sized pool, a women’s gymnasium, and the coliseum with a second gymnasium for men’s basketball. The design for the building includes the same technology used for the Astrodome in Houston. Killebrew and the construction company used the patented Lamella Corporation dome system that includes tension and compression rings. The system allowed for a clear view of the coliseum and more seats without columns obstructing the view or seating arrangement. The masonry walls are independent of the dome which allows it to move with the wind, up to six inches.¹⁴³

George Arthur Thomason (1921-2007)

George Arthur Thomason, the architect for the original plans of the Downtowner Motor Inn, was born in Arkansas and moved to Memphis, Tennessee with one of his brothers to be a carpenter. Their father, Claude Thomason, was a builder and contractor in Osceola, Arkansas. George Thomason served as a B-29 pilot during World War II. Upon his return, he used the GI bill to attend the Illinois Institute of Technology and study architecture under Meis Van der Rohe.¹⁴⁴ He returned to Memphis, Tennessee and went to work for a local firm, Jack and Philip Belz, designing and developing shopping centers and commercial buildings. Thomason opened his own firm in 1959, and in the early 1960s, he began his tenure as the architect for the Downtowner Corporation, designing hotels and motels in thirty-five states as well as international locations.¹⁴⁵ He was also the principal architect from 1962 to 2005 for Northeast Mississippi Community College in Boonville and designed the new Math and Science Building, among others. Other work included projects for the Alcorn County Board of Supervisors and the Union County Board of Supervisors, both in Mississippi.

William Bond (1919-1999)

William Bond studied architecture at Notre Dame and practiced architecture in the Memphis, Tennessee area. He began his career with Holiday Inn around 1956 and stayed with the company until 1971. In 1958, he developed the

with Bids, Plan to Let Contract Within Days,” *Nocona News*, October 12, 1971, p.1; “Plainview Makes Hospital Plans,” *Amarillo Globe Times*, April 26, 1965 p. 37.

¹³⁹ “Contract Signed for Savings Firm,” *Wichita Falls Times*, January 21, 1976, p. 8.

¹⁴⁰ “Wichita Falls Firm Surveys Warning Points,” *Bryan Daily Eagle*, June 27, 1962 p. 10.

¹⁴¹ “MU New Coliseum Most Expensive in City,” *Wichita Falls Times*, May 18, 1969, p. 54.

¹⁴² “MU New Coliseum Most Expensive in City”

¹⁴³ Ibid.

¹⁴⁴ “George Arthur Thomason Obituary,” <https://www.legacy.com/obituaries/commercialappeal/obituary.aspx?n=george-albert-thomason&pid=89050271&ua=>.

¹⁴⁵ Ibid.

American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

classic Holiday Inn design. By the 1960s, the Holiday Inn model became the standard form to which other chains and even the military aspired to.¹⁴⁶ Most likely, Bond reviewed and approved the design of the American Trust Building/Holiday Inn in Wichita Falls, to make sure it fit with the Holiday Inn brand.

Conclusion

The American Trust Building / Holiday Inn is a ten-story post-war commercial building completed in 1968 in downtown Wichita Falls as the corporate headquarters of the American Trust Life Insurance Company and the new Holiday Inn Downtown. The property is nominated to the National Register of Historic Places under Criterion A in the area of Commerce at a local level of significance as an example of commercial growth and development that occurred during downtown revitalization in Wichita Falls in the 1960s. The American Trust Life Insurance Company, a local business started in 1953, grew to a firm that was licensed in ten states. The company's expansion from 1953 to 1965 made it the largest insurance company in the west central Texas region prompting the decision to construct the American Trust Building and relocate downtown. The emergence of the Holiday Inn Downtown symbolized the transformation of the hotel industry from independent locally owned businesses to those owned by corporate chains. The Holiday Inn Downtown also reflected a new trend by the corporation to develop large, high-rise hotels in or near downtowns in addition to their low-rise models situated along major highways. It was the first office and hotel building with ground floor retail and an integrated underground parking garage in Wichita Falls, and was the last downtown high-rise constructed in the post-war era. The period of significance is 1966-1972.

¹⁴⁶ Willis, Alfred, "Holiday Inn University, Olive Branch DeSoto County, Mississippi."

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San Antonio Light

Sarasota Herald Tribune (Florida)

St. Louis Post Dispatch

Wichita Falls Times

Wichita Falls Record Times

American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Maps

Map 1: Wichita County, Texas



American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Map 2: American Trust Building/Holiday Inn at 726 Scott Avenue outlined in red Google maps accessed January 18, 2022.



American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Map 3: LOTS 4 5 6 & 7 BLK 165 ORIGINAL TOWN WF HOLLIDAY INN (Property ID 159559) Wichita Falls, Wichita County, Texas. Wichita County Appraisal District Data accessed January 20, 2022. The boundary includes all the property historically associated with the American Trust Building / Holiday Inn, later known as the Petroleum Building (1970) and follows the current legal parcel.



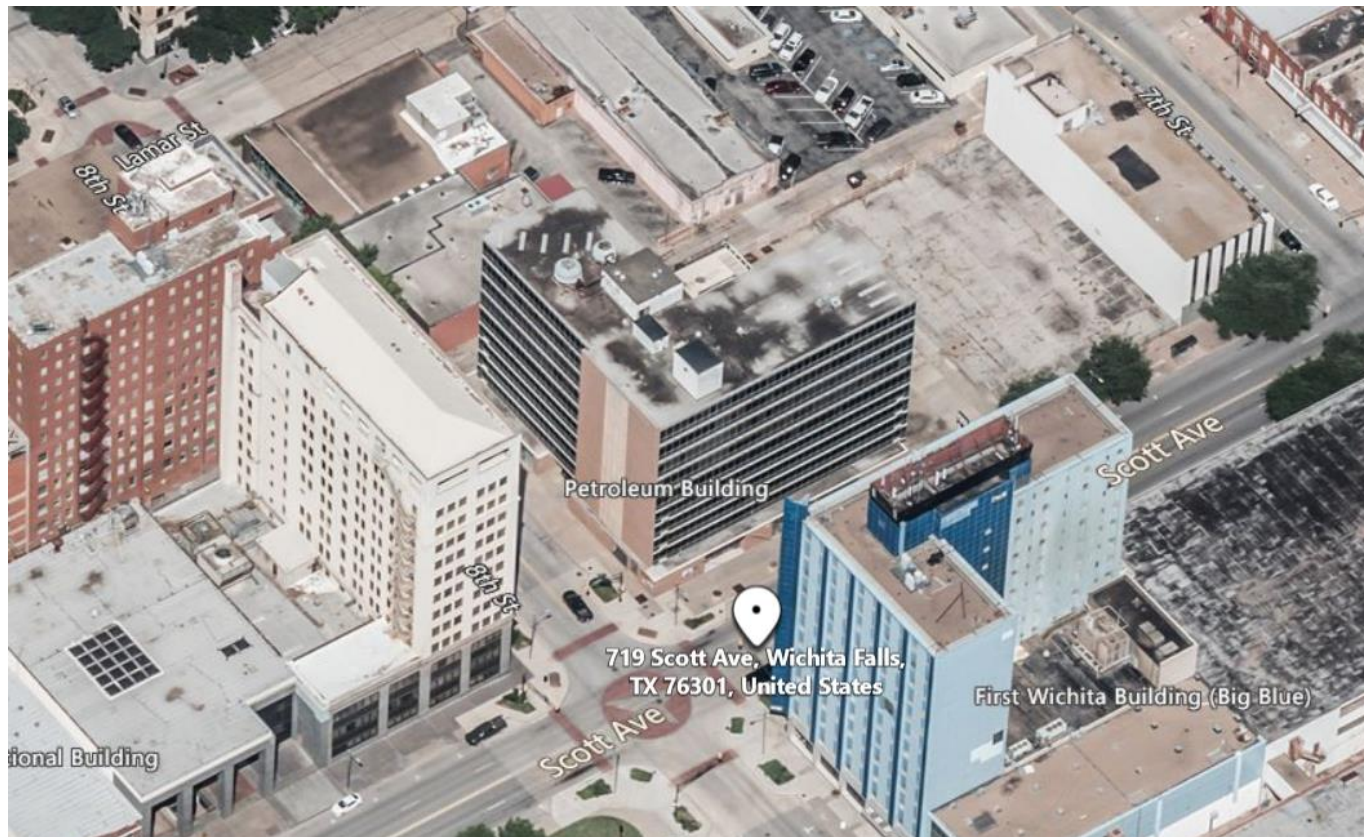
American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Map 4: Google Earth Map accessed January 24, 2022.



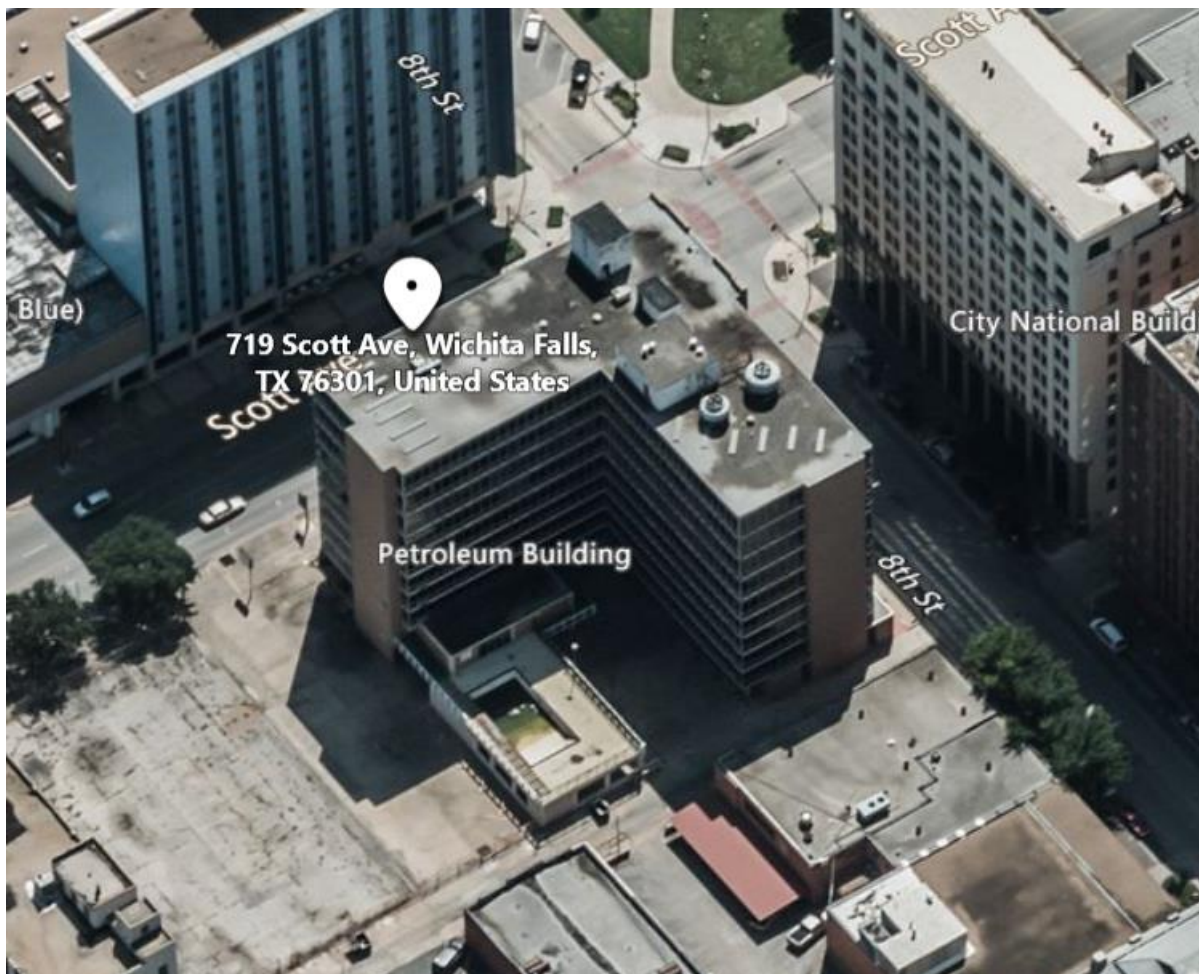
American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Map 5: Bing Map showing northeast and southeast elevations, accessed January 20, 2022.



American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Map 6: Bing Map showing northwest and southwest (rear) elevations, accessed January 20, 2022.



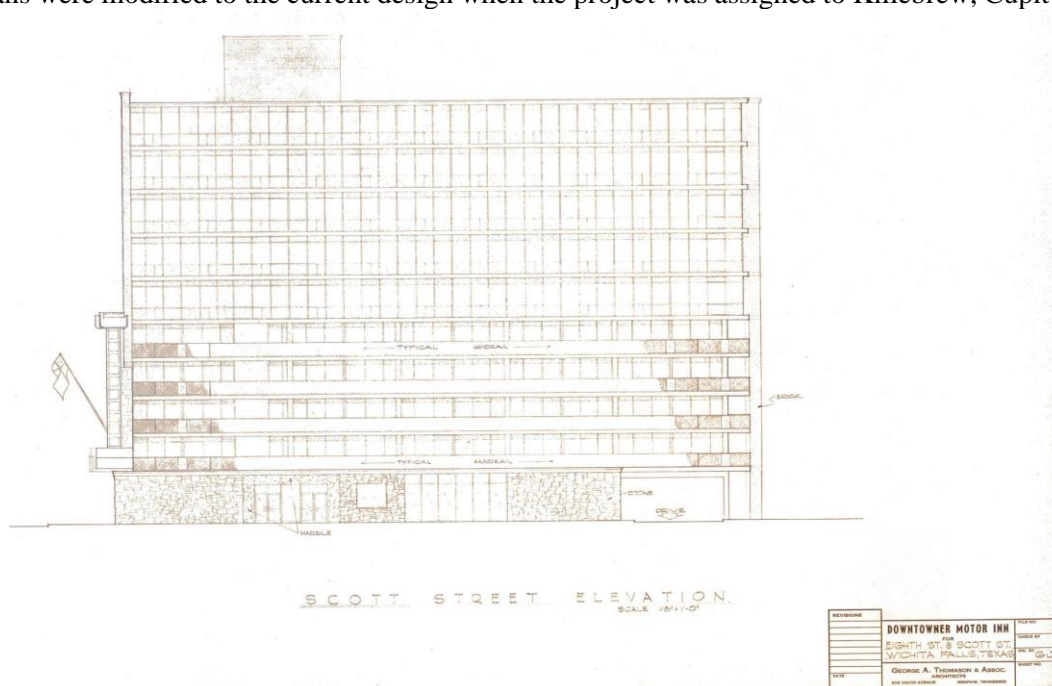
American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Figures

Figure 1: Early drawing of the Downtowner Motor Inn. *Wichita Falls Times* (Wichita Falls, Texas), Sun, Nov 22, 1964, Page 4.



Figure 2: Original Exterior Drawing of Downtowner Hotel for the site by George A. Thomason. Dated March 6, 1965. Note these plans were modified to the current design when the project was assigned to Killebrew, Cupit and Associates.



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Figure 3: Building under construction. *Wichita Falls Times* (Wichita Falls, Texas), Fri, December 2, 1966, Page 15.

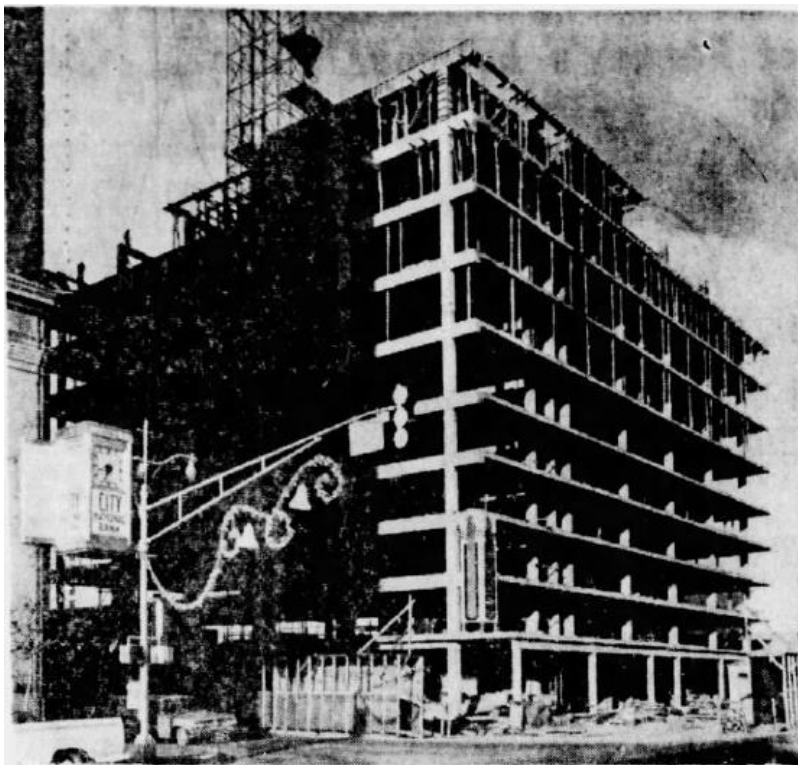
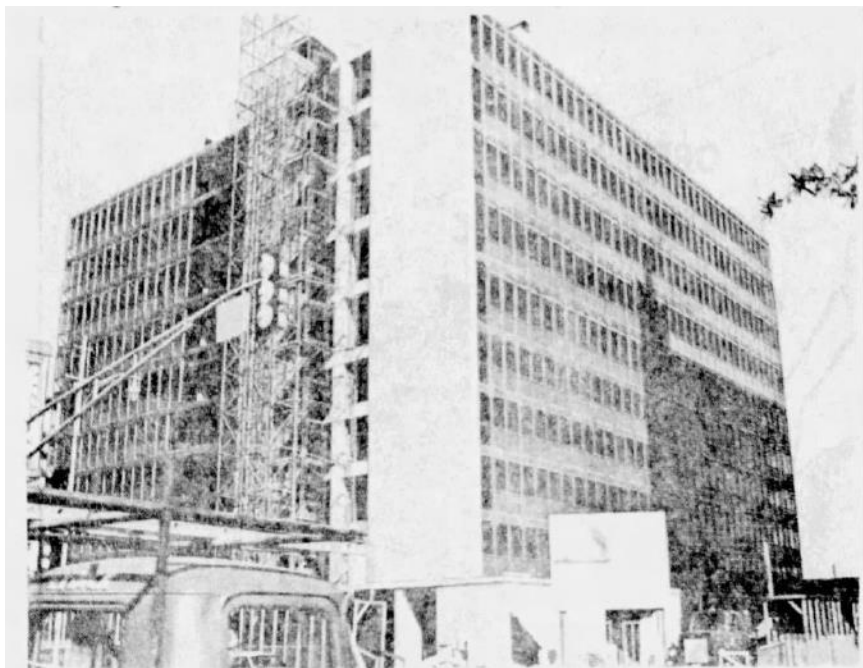


Figure 4: Building under construction. *Wichita Falls Times* (Wichita Falls, Texas), Fri, May 19, 1967, Page 15.



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Figure 5: American Trust Life Insurance Company, 1954 to 1967. *Wichita Falls Record News* (Wichita Falls, Texas), Thu, May 30, 1968, Page 54.



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Figure 6: Aerial view of Downtown Wichita Falls looking southeast, circa late 1960s. Red arrow indicates nominated building. Cochran, Jimmy W. [Aerial Scene of Wichita Falls], photograph, Date Unknown; (<https://texashistory.unt.edu/ark:/67531/metaph802435/m1/1/>: accessed January 28, 2022), University of North Texas Libraries, *The Portal to Texas History*, <https://texashistory.unt.edu>; crediting Midwestern State University.



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Figure 7: Rendering of Building: Killebrew, Cupit and Associates design. *Wichita Falls Record News*, May 29, 1968, p. 51.

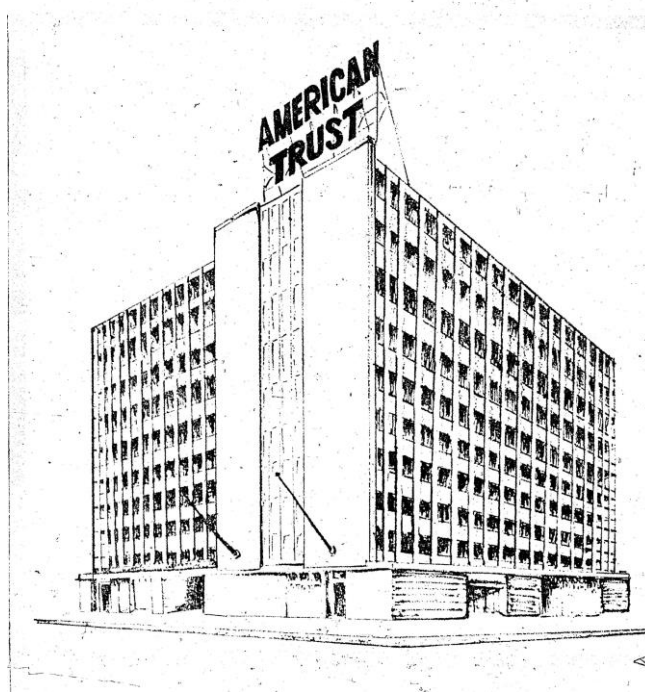


Figure 8: Photograph of Building. *Wichita Falls Record News* (Wichita Falls, Texas), Thu, May 30, 1968, Page 55.



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Figure 9: Building completed. *Wichita Falls Times*, January 5, 1968, p. 13.



Figure 10: Primary Elevation (Scott Avenue) ca. 1968, Courtesy of the Wichita County Archives. Some of the aluminum as part of curtain wall design and signage was removed at an unknown date.

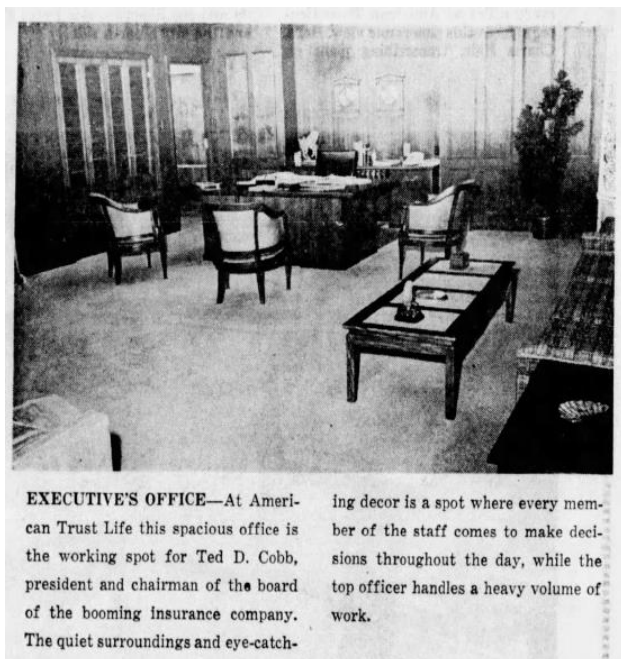


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Figure 11: Penthouse Founder's Office at American Trust Life Insurance Company. *Wichita Falls Times* (Wichita Falls, Texas), Wed, May 29, 1968, Page 33.



Figure 12: Tenth Floor Executive Office for American Trust Life Insurance Company. *Wichita Falls Record News* (Wichita Falls, Texas), Thu, May 30, 1968, Page 54.



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Figure 13: Agency Department for American Trust Life Insurance Company. *Wichita Falls Record News* (Wichita Falls, Texas), Thu, May 30, 1968, Page 54.



Figure 14: Interior office with IBM machine at American Trust. *Wichita Falls Times* (Wichita Falls, Texas), Wed, May 29, 1968, Page 33.



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Figure 15: Advertisement American Trust Life Insurance Company. *Wichita Falls Times* (Wichita Falls, Texas), Fri, Dec 2, 1966, Page 15.

ARE YOU
PUTTING
AWAY SOME
MONEY EACH
MONTH FOR
YOURSELF?

FOR AS LITTLE AS
\$12 PER MONTH

YOU CAN JOIN
THE THOUSANDS
OF AMERICANS
NOW ENJOYING THE
DIVIDENDS
OF OUR
'50-50 Trust'
SPECIAL
INVESTMENT
CONTRACT

AS MUCH AS
40%
OF
Annual Premiums
WAS PAID IN
TAX-FREE
DIVIDENDS
THIS YEAR BY
**AMERICAN
TRUST
LIFE**

Home Office
Wichita Falls, Texas
Phone 767-9211

American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Figure 16: Advertisement for Holiday Inn Downtown. *Wichita Falls Record News* (Wichita Falls, Texas), Thu, May 30, 1968, Page 60.

and away we Grow!

NOW FEATURING
A TOTAL OF 244
ROOMS IN TWO
INNS!



**Holiday Inn®-
DOWNTOWN** 117 beautiful new rooms,
swimming pool, and facilities for meetings and conventions.
The Red Velvet Restaurant and the Gaslight Club offer de-
lightful places to meet and eat in Downtown Wichita Falls.

8TH AND SCOTT 723-4121

Figure 17: Advertisement for Petroleum Building. *Wichita Falls Times* (Wichita Falls, Texas), Wed, Apr 1, 1970, Page 25.

**One Of The Nice Things About
The Petroleum Bldg. Is Where
You Are When You Get There.**

WICHITA FALLS' NEWEST AND MOST
MODERN OFFICE BUILDING! DESTINED
TO BECOME THE OIL CENTER OF
WICHITA FALLS!


The Petroleum Building is located in the hub of Wichita Falls' business and financial district . . . just blocks from everything you want to be close to — parking facilities, banks, brokerage firms, hotels, airline ticket offices, clubs, restaurants, you name it.

All of this makes The Petroleum Building a great place to have your office.

Petroleum Building
Corner of 8th & Scott St.

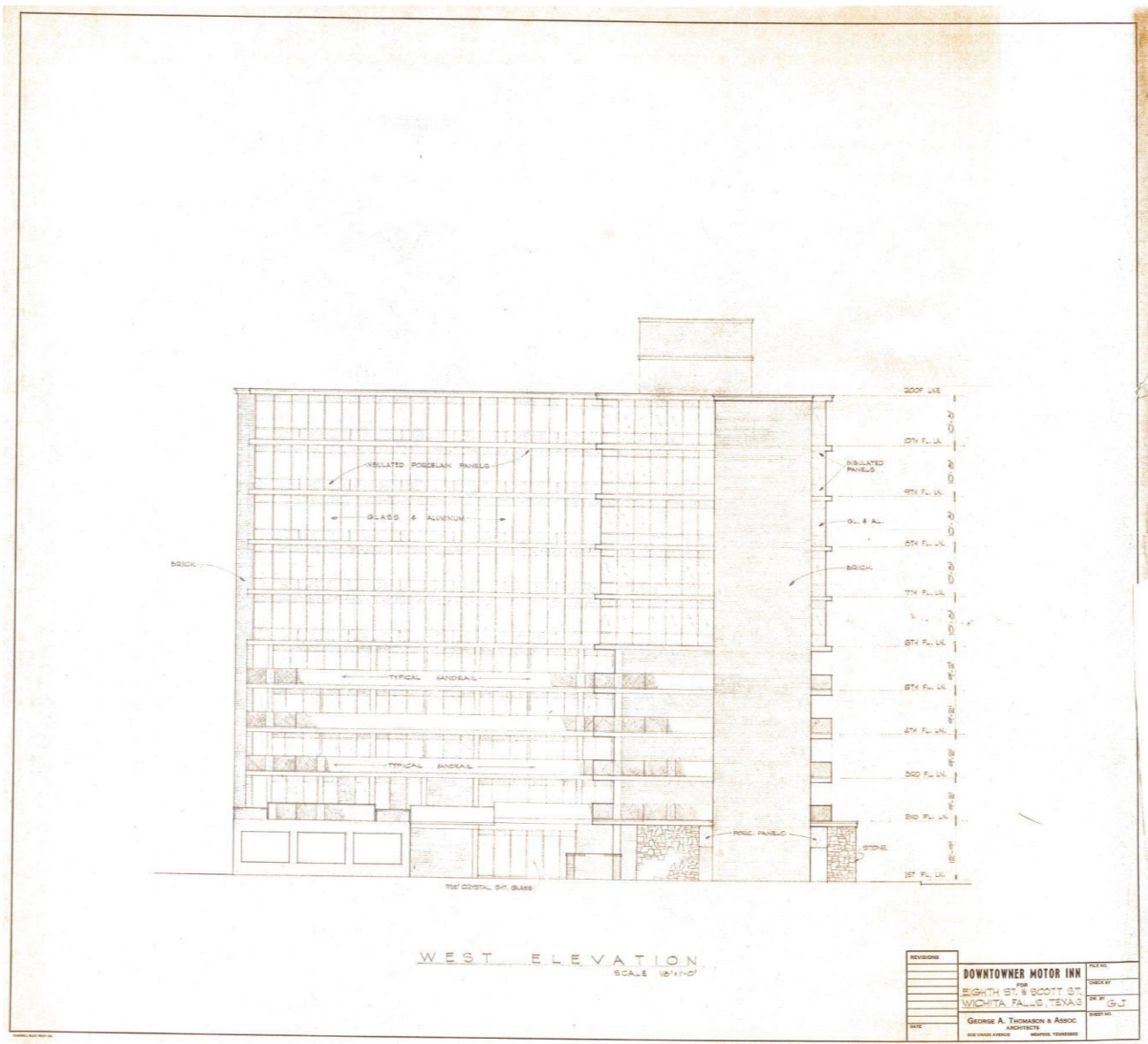
Your NEW OFFICES Designed
To Meet Your Own Plans
And Specifications

For Leasing Information
Call R. E. Waters, Mgr.
723-9451



American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Figure 18: Downtowner Exterior, west elevation by George A. Thomason. Dated March 6, 1965. Note these plans were modified to the current design when the project was assigned to Killebrew, Cupit and Associates.



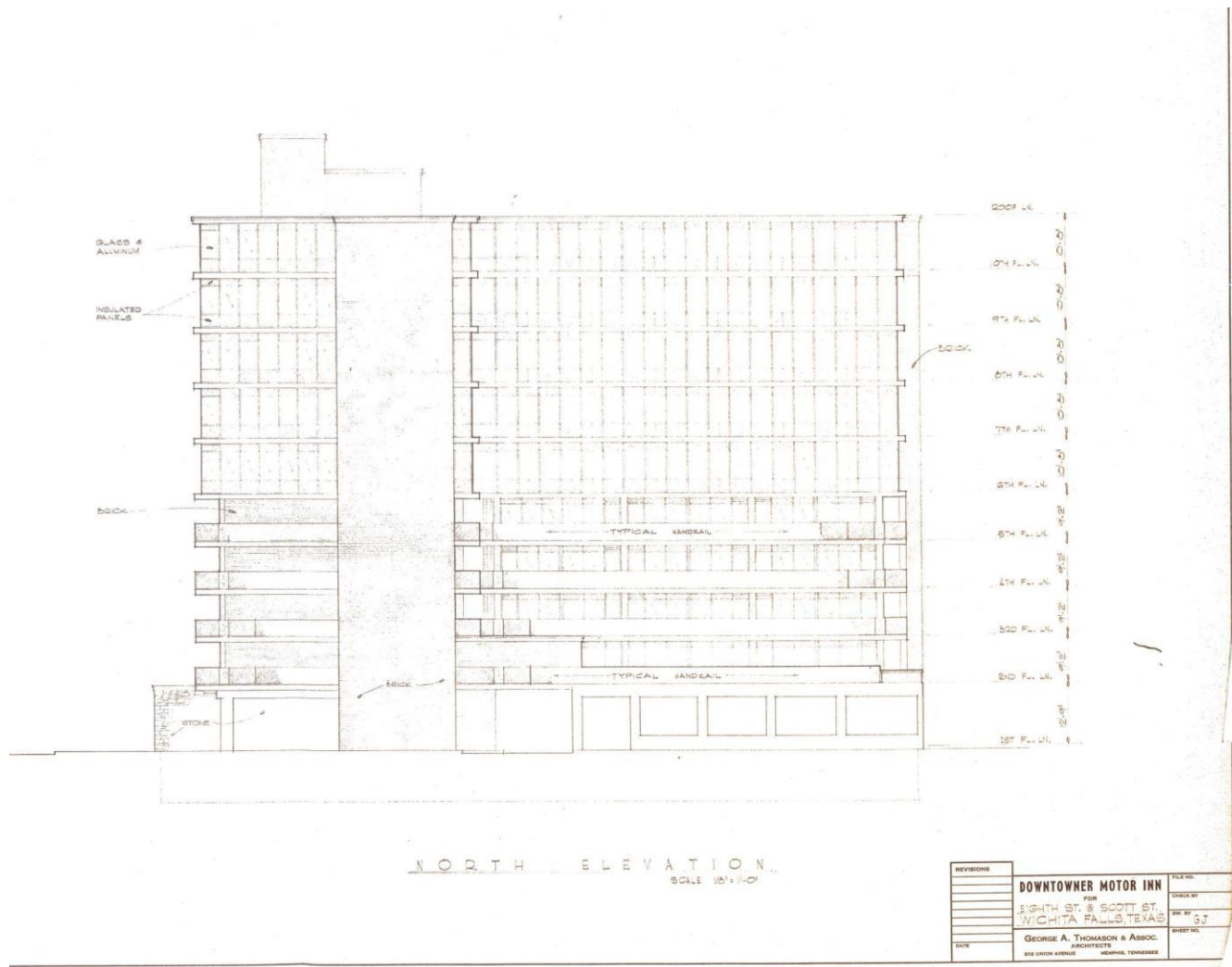
Architectural elevation drawing of the rear of a building. The drawing shows a multi-story structure with a grid-like facade. The left side is labeled with floor levels: 0th F., 1st F., 2nd F., 3rd F., 4th F., 5th F., 6th F., 7th F., 8th F., 9th F., 10th F., 11th F., 12th F., 13th F., 14th F., 15th F., 16th F., 17th F., 18th F., 19th F., 20th F., 21st F., 22nd F., 23rd F., 24th F., 25th F., 26th F., 27th F., 28th F., 29th F., 30th F., 31st F., 32nd F., 33rd F., 34th F., 35th F., 36th F., 37th F., 38th F., 39th F., 40th F., 41st F., 42nd F., 43rd F., 44th F., 45th F., 46th F., 47th F., 48th F., 49th F., 50th F., 51st F., 52nd F., 53rd F., 54th F., 55th F., 56th F., 57th F., 58th F., 59th F., 60th F., 61st F., 62nd F., 63rd F., 64th F., 65th F., 66th F., 67th F., 68th F., 69th F., 70th F., 71st F., 72nd F., 73rd F., 74th F., 75th F., 76th F., 77th F., 78th F., 79th F., 80th F., 81st F., 82nd F., 83rd F., 84th F., 85th F., 86th F., 87th F., 88th F., 89th F., 90th F., 91st F., 92nd F., 93rd F., 94th F., 95th F., 96th F., 97th F., 98th F., 99th F., 100th F., 101st F., 102nd F., 103rd F., 104th F., 105th F., 106th F., 107th F., 108th F., 109th F., 110th F., 111th F., 112th F., 113th F., 114th F., 115th F., 116th F., 117th F., 118th F., 119th F., 120th F., 121st F., 122nd F., 123rd F., 124th F., 125th F., 126th F., 127th F., 128th F., 129th F., 130th F., 131st F., 132nd F., 133rd F., 134th F., 135th F., 136th F., 137th F., 138th F., 139th F., 140th F., 141st F., 142nd F., 143rd F., 144th F., 145th F., 146th F., 147th F., 148th F., 149th F., 150th F., 151st F., 152nd F., 153rd F., 154th F., 155th F., 156th F., 157th F., 158th F., 159th F., 160th F., 161st F., 162nd F., 163rd F., 164th F., 165th F., 166th F., 167th F., 168th F., 169th F., 170th F., 171st F., 172nd F., 173rd F., 174th F., 175th F., 176th F., 177th F., 178th F., 179th F., 180th F., 181st F., 182nd F., 183rd F., 184th F., 185th F., 186th F., 187th F., 188th F., 189th F., 190th F., 191st F., 192nd F., 193rd F., 194th F., 195th F., 196th F., 197th F., 198th F., 199th F., 200th F., 201st F., 202nd F., 203rd F., 204th F., 205th F., 206th 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EIGHTH STREET ELEVATION.

REVIEWS	DOWNTOWNER MOTOR INN FOR EIGHTH ST. & SCOTT ST. WICHITA FALLS, TEXAS	FILE NO.
		CHECK BY
		DIC. BY GU
		SHEET NO.
DATE	GEORGE A. THOMASON & ASSOC. ARCHITECTS 304A UNION AVENUE MEMPHIS, TENNESSEE	

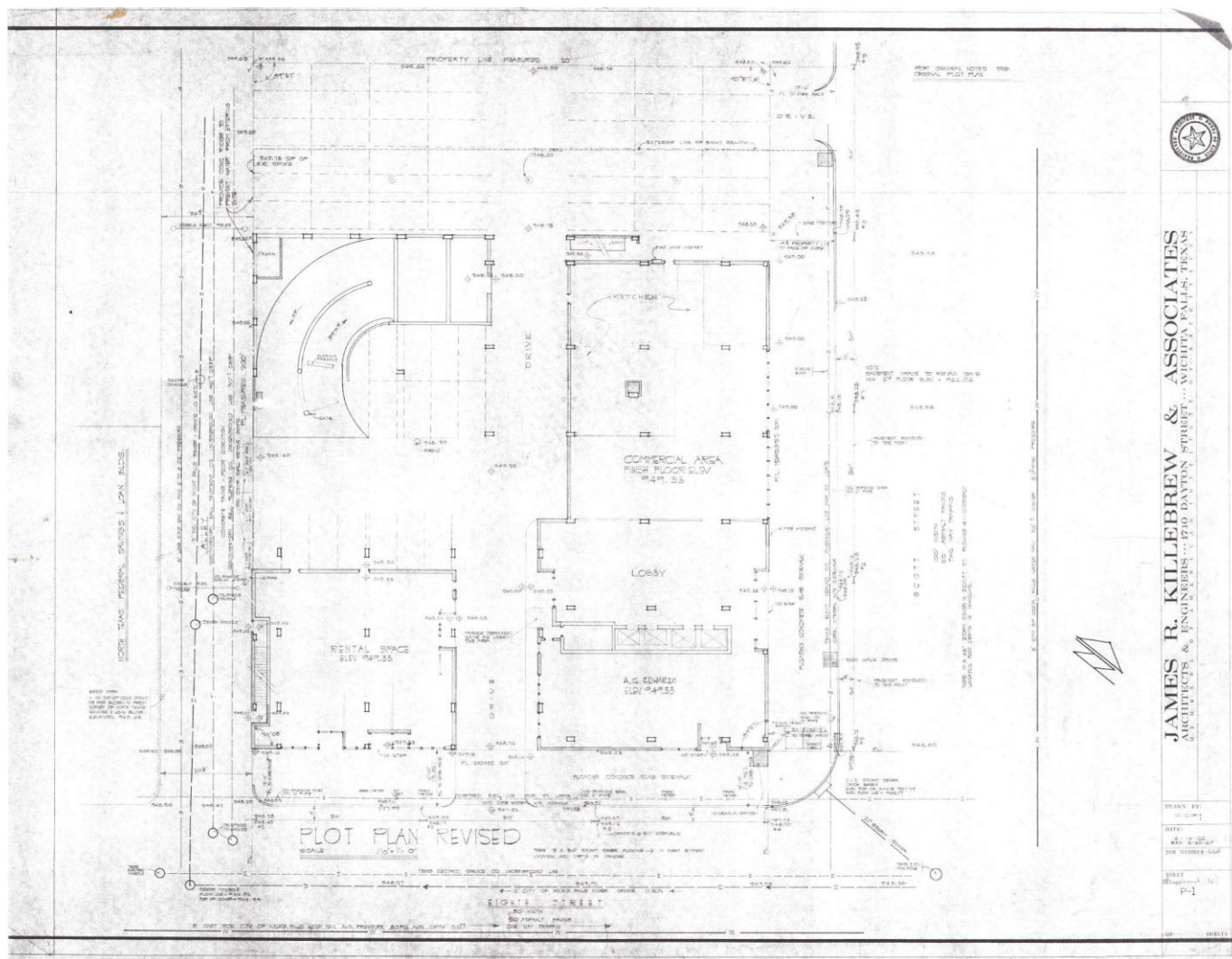
American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Figure 20: Downtowner Exterior, north elevation by George A. Thomason. Dated March 6, 1965. Note these plans were modified to the current design when the project was assigned to Killebrew, Cupit and Associates.



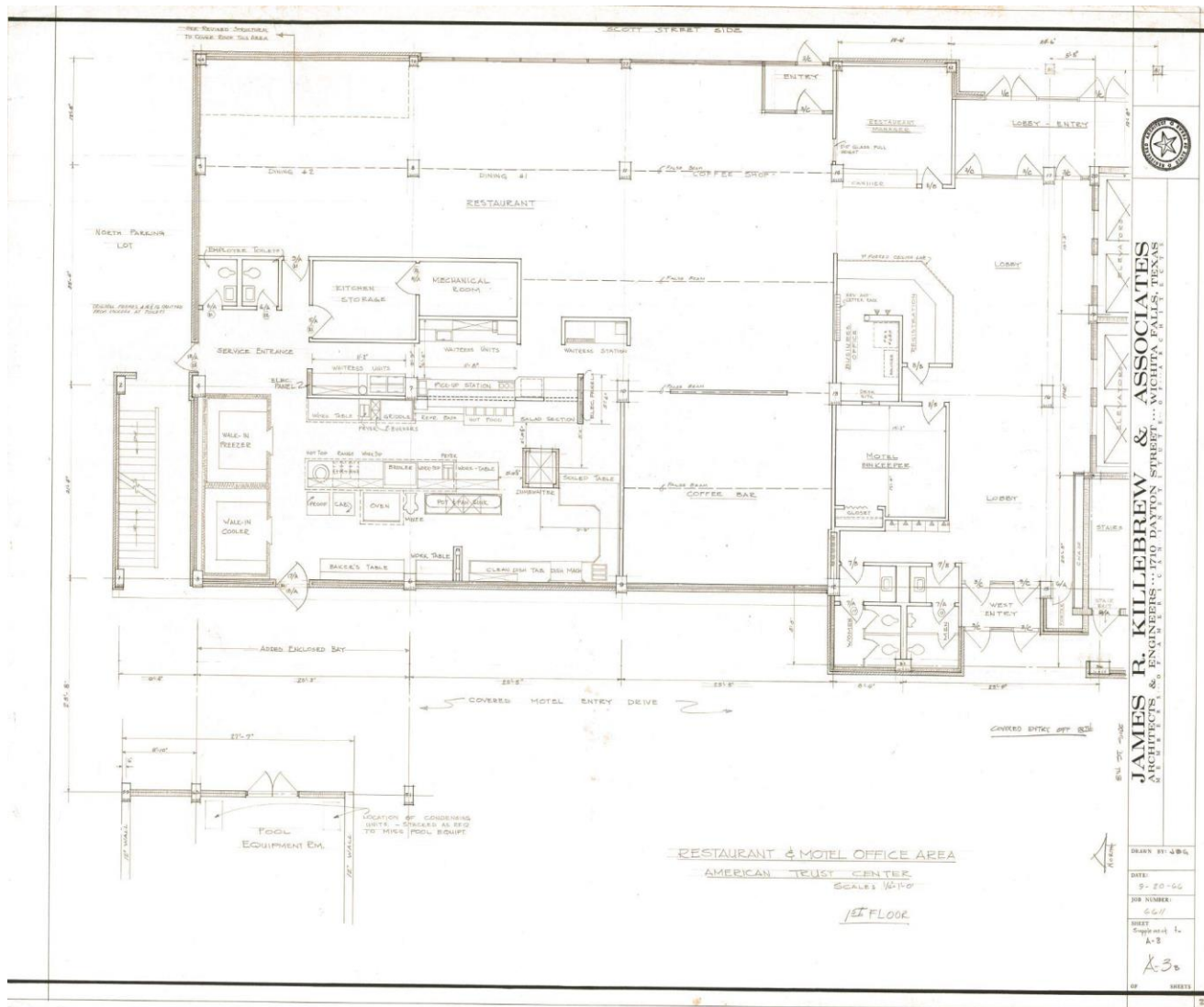
American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Figure 21: Historic 1967 plans showing the first floor. Note that these by Killebrew, Cupit and Associates, Date 4-14-66, revised 11-30-67. Plans read James R. Killebrew and Associates, but the design was also attributed to Cupit.



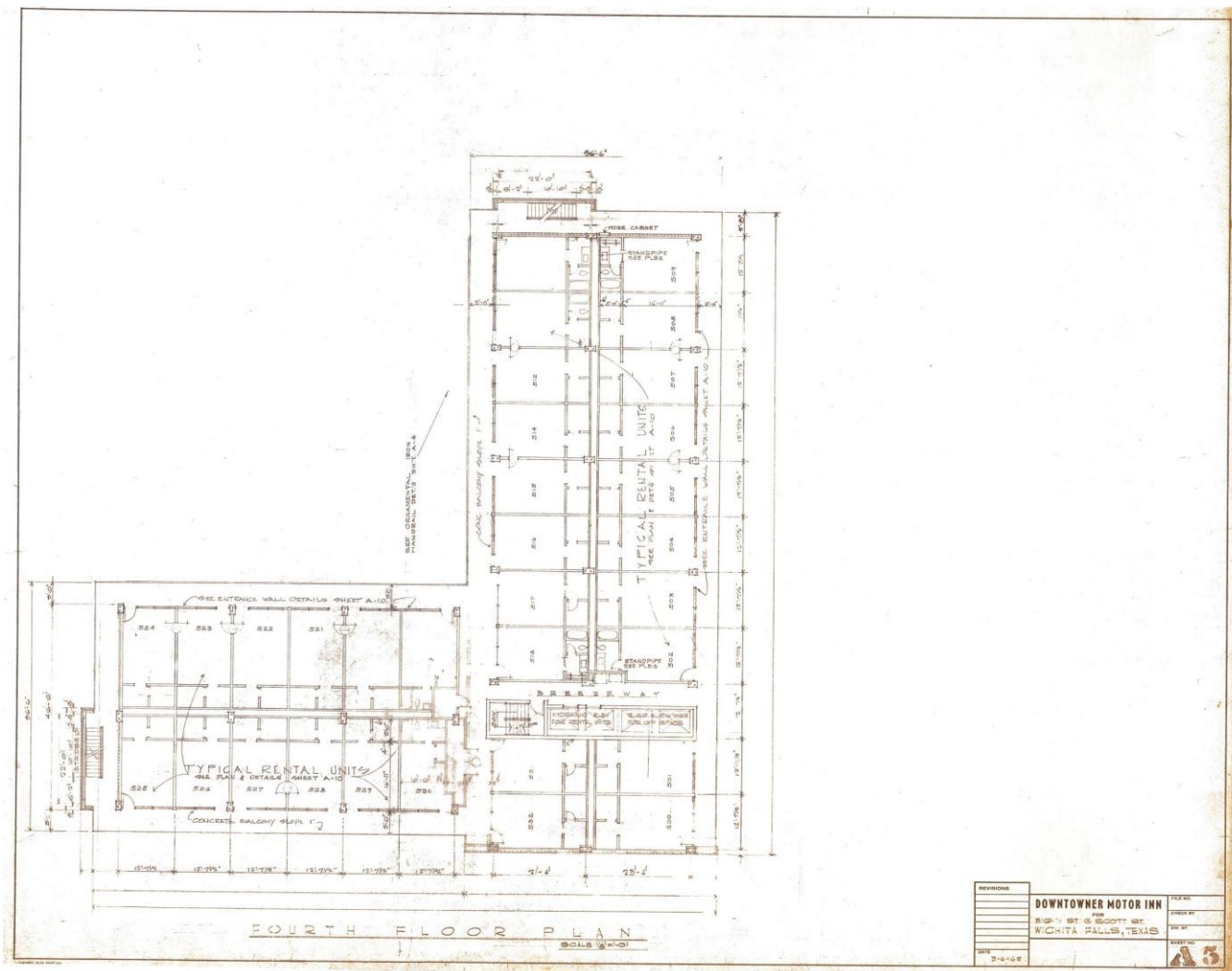
American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Figure 22: Historic Plans First Floor. Killebrew, Cupit and Associates, date 9-20-66.



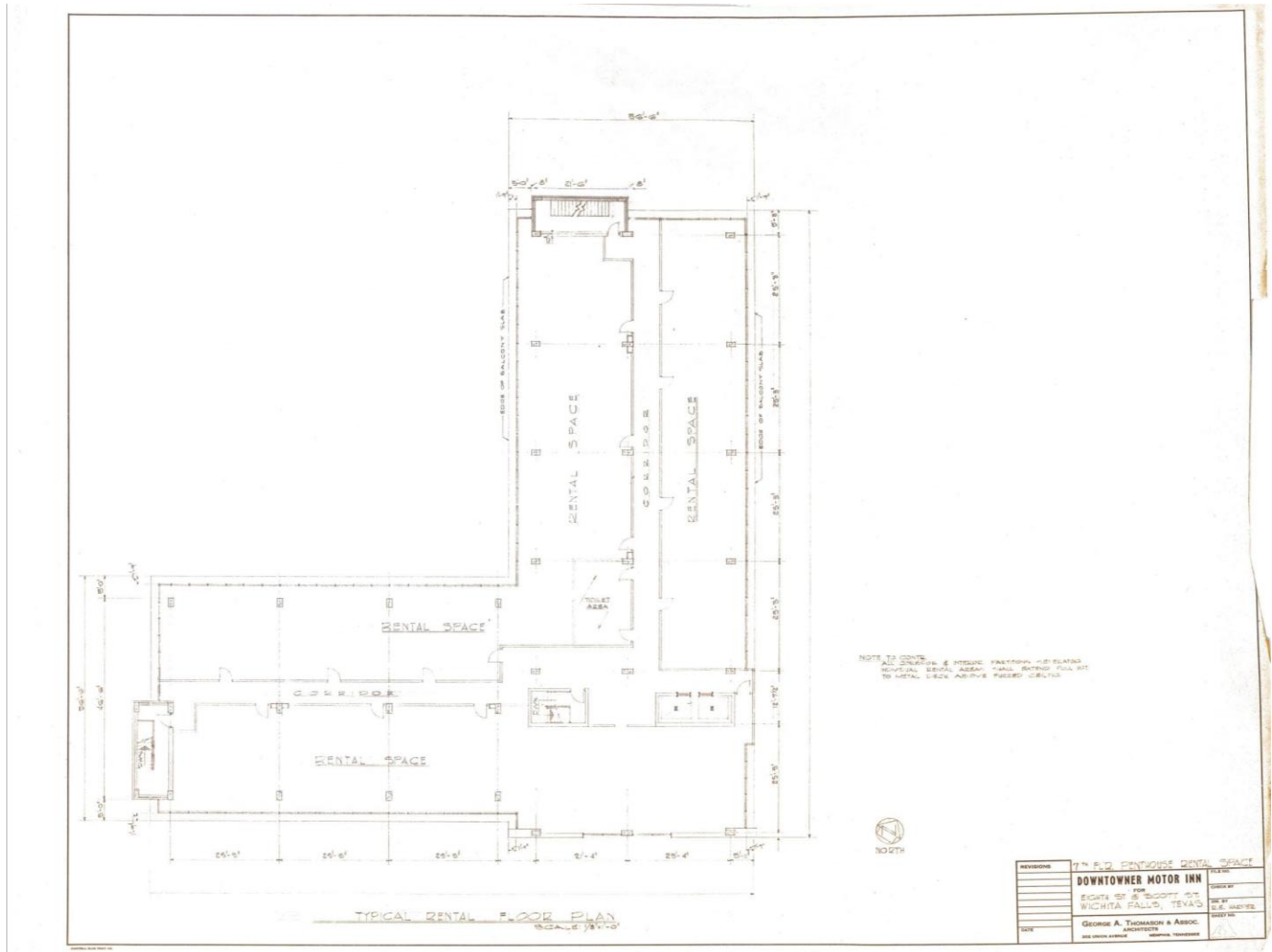
American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Figure 23: 1965 Fourth Floor Plan. This shows the standard layout for hotel floors 2-5. These plans are for the Downtowner Motor Inn, date 3-6-65. Historic drawings of the upper floors by Killebrew, Cupit and Associates were not available.



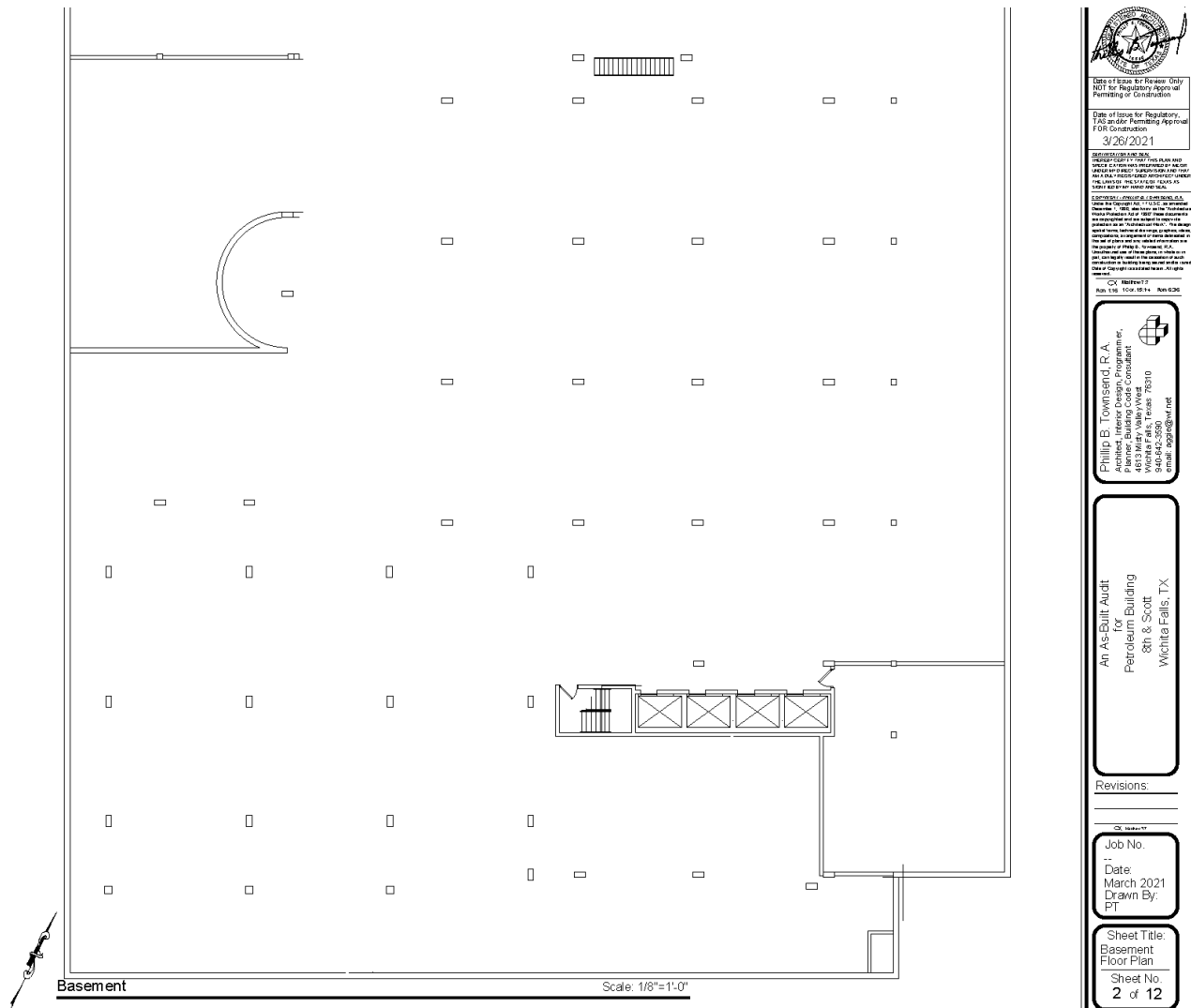
American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Figure 24: 1965 Seventh Floor Plans showing standard layout for office floors 6-9. These plans are for the Downtowner Motor Inn. Historic drawings of the upper floors by Killebrew, Cupit and Associates were not available.



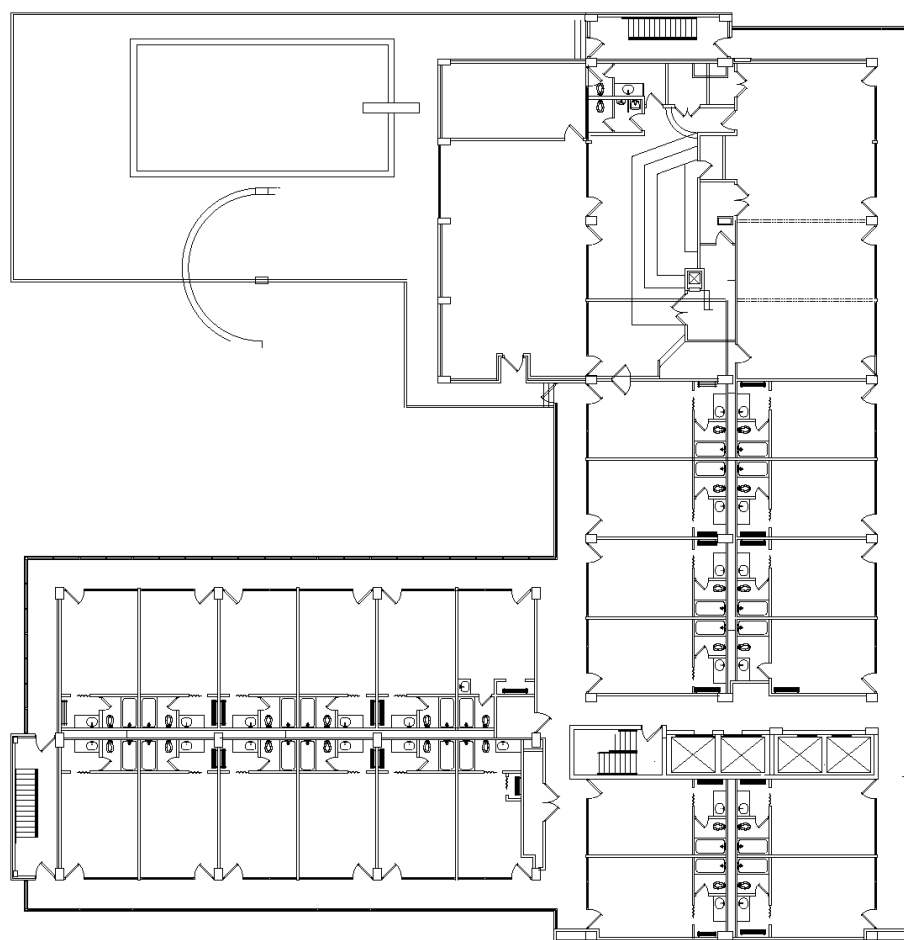
American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Figure 25: As-Built Floor Plans. Existing Basement



[illegible]

Figure 27: Existing Second Floor.

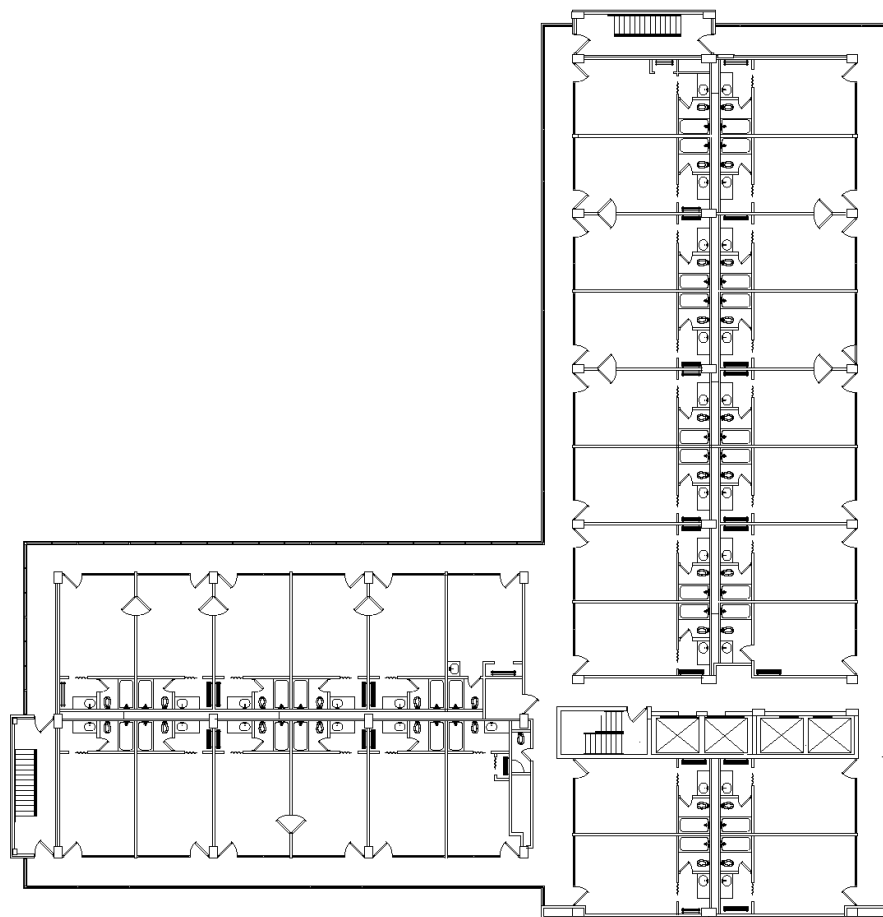


Scale: 1/8"=1'-0"

[illegible]

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Figure 28: Existing Third Floor.



3rd Floor

Scale: 1/8"=1'-0"


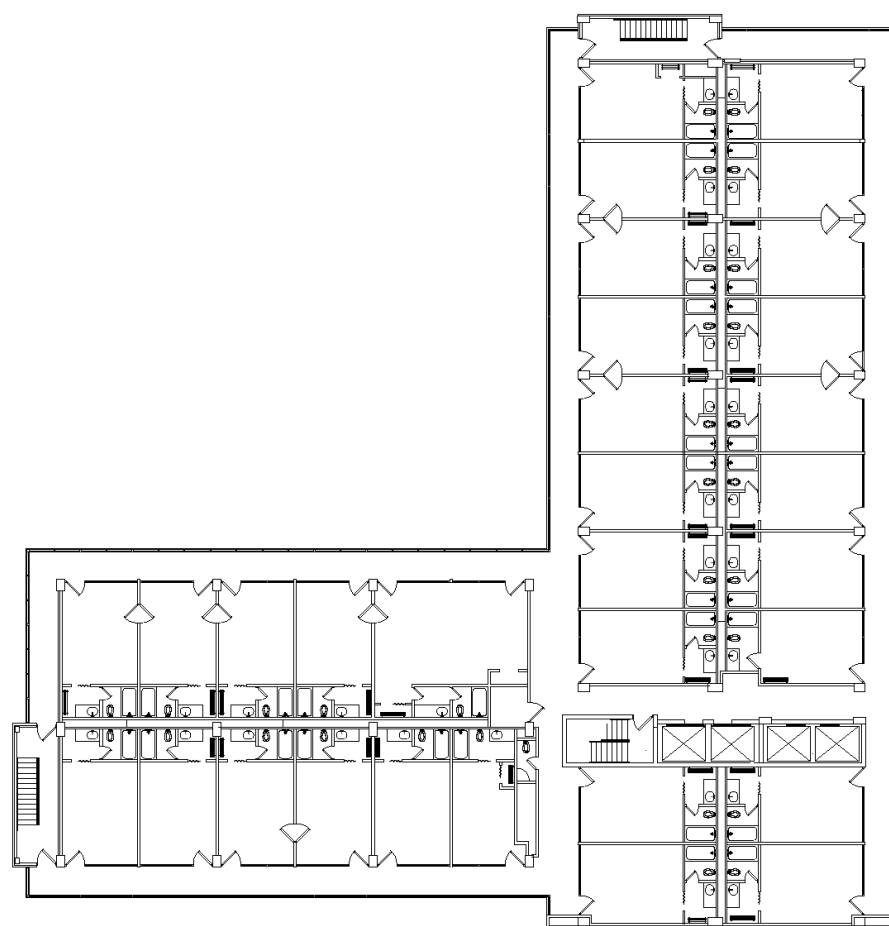
	
Date of Issue for Review Only NOT for Regulatory Approval Permitting or Construction	
Date of Issue for Regulatory Approval Permitting Approval FOR Construction	
3/26/2021	
<small> PREPARED BY: R.A. Townsend, R.A. ARCHITECT: R.A. Townsend, R.A. PROJECT: American Trust Building/Holiday Inn LOCATION: 8th & Scott, Wichita Falls, Texas 76791 SCALE: 1/8"=1'-0" </small>	
<small> PREPARED FOR: R.A. Townsend, R.A. ARCHITECT: R.A. Townsend, R.A. PROJECT: American Trust Building/Holiday Inn LOCATION: 8th & Scott, Wichita Falls, Texas 76791 SCALE: 1/8"=1'-0" </small>	
<small> CHECKED BY: R.A. Townsend, R.A. ARCHITECT: R.A. Townsend, R.A. PROJECT: American Trust Building/Holiday Inn LOCATION: 8th & Scott, Wichita Falls, Texas 76791 SCALE: 1/8"=1'-0" </small>	
<small> DRAWN BY: R.A. Townsend, R.A. ARCHITECT: R.A. Townsend, R.A. PROJECT: American Trust Building/Holiday Inn LOCATION: 8th & Scott, Wichita Falls, Texas 76791 SCALE: 1/8"=1'-0" </small>	
<small> DATE: 3/26/2021 SCALE: 1/8"=1'-0" </small>	
<small> R.A. Townsend, R.A. Architect, Interior Design, Programmer, Planner, Building Code Consultant Wichita Falls, Texas 76791 940.642.3590 email: arag@wrfund.com </small>	
An As-Built Audit for Petroleum Building 8th & Scott Wichita Falls, TX	
Revisions:	
Job No. Date: March 2021 Drawn By: PT	
Sheet Title: Third Floor Floor Plan Sheet No. 5 of 12	

Figure 29: Existing Fourth Floor.

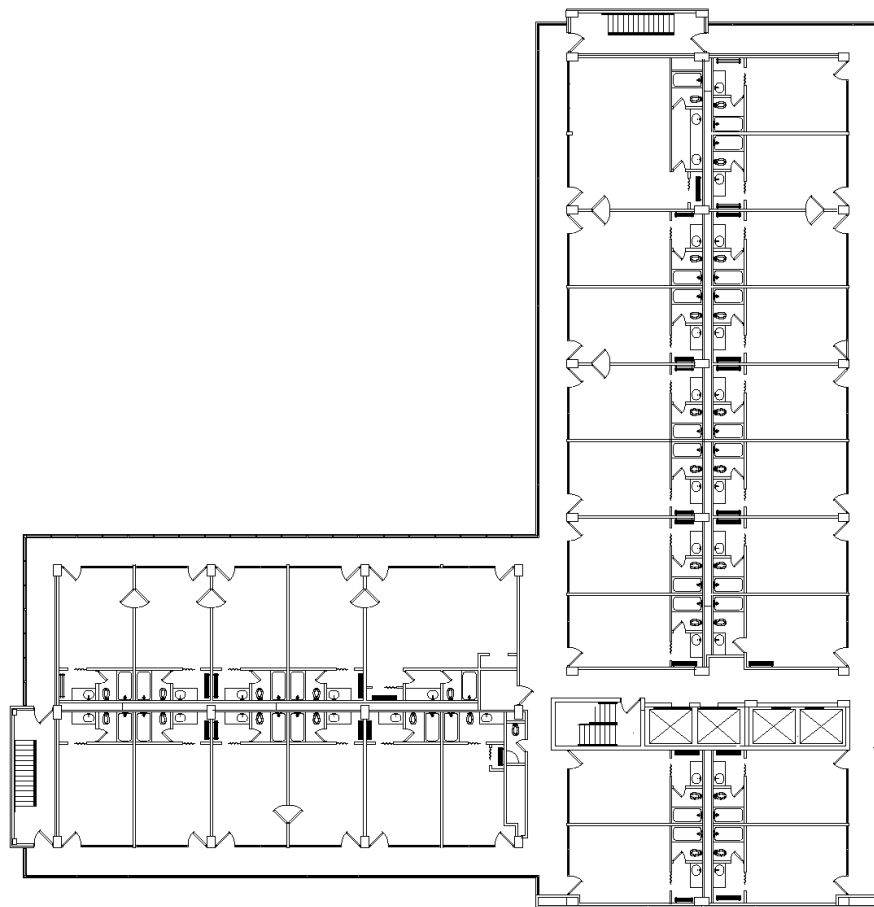


Scale: 1/8"=1'-0"

[illegible]


American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Figure 30: Existing Fifth Floor.



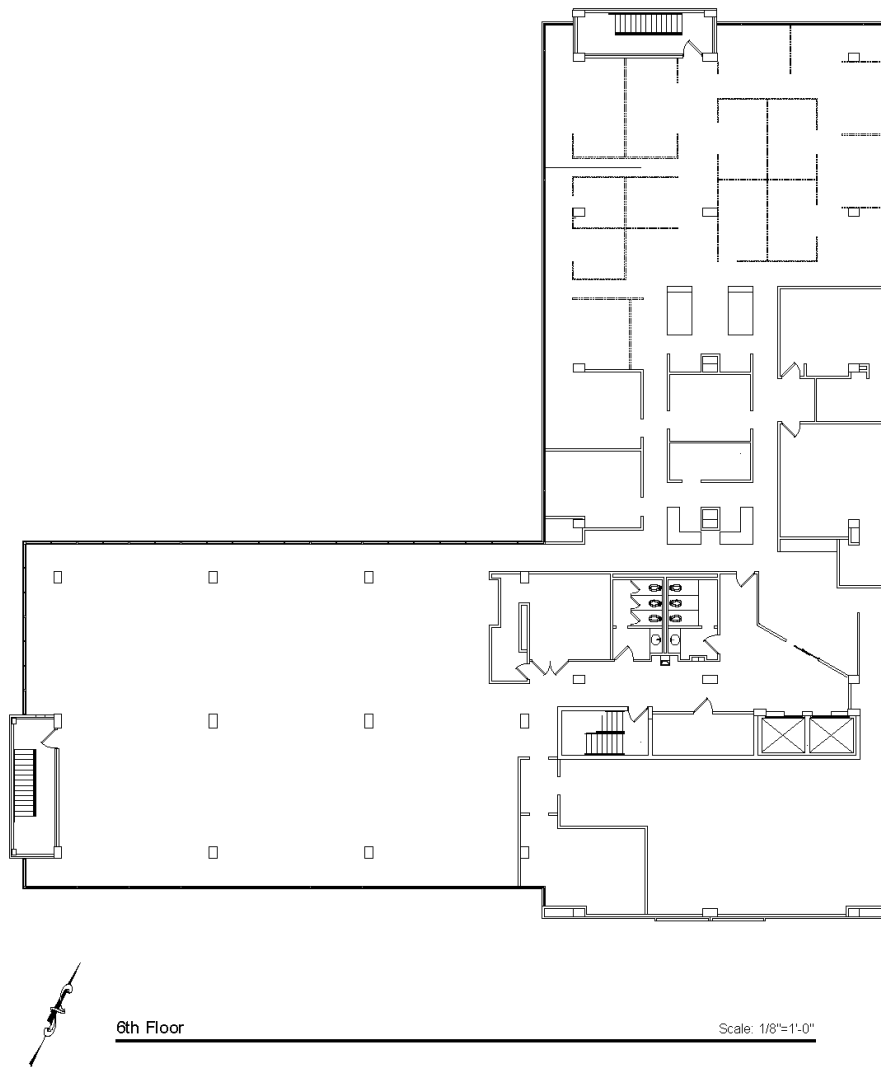
5th Floor

Scale: 1/8"=1'-0"

	
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PREPARED BY: PHILLIP E. TOWNSEND, P.A. ARCHITECT, INTERIOR DESIGN, PROGRAMMER, PLANNING, BUILDING CODE CONSULTANT 4013 JEFFERSON VALLEY WEST SUITE 100 WICHITA FALLS, TEXAS 76798 940.642.3280 email: pjt@petm.com	
An As-Built Audit for Petroleum Building 8th & Scott Wichita Falls, TX	
Revisions:	
Job No. Date March 2021 Drawn By: PT	
Sheet Title: Fifth Floor Floor Plan Sheet No. 7 of 12	

American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Figure 31: Existing Sixth Floor.




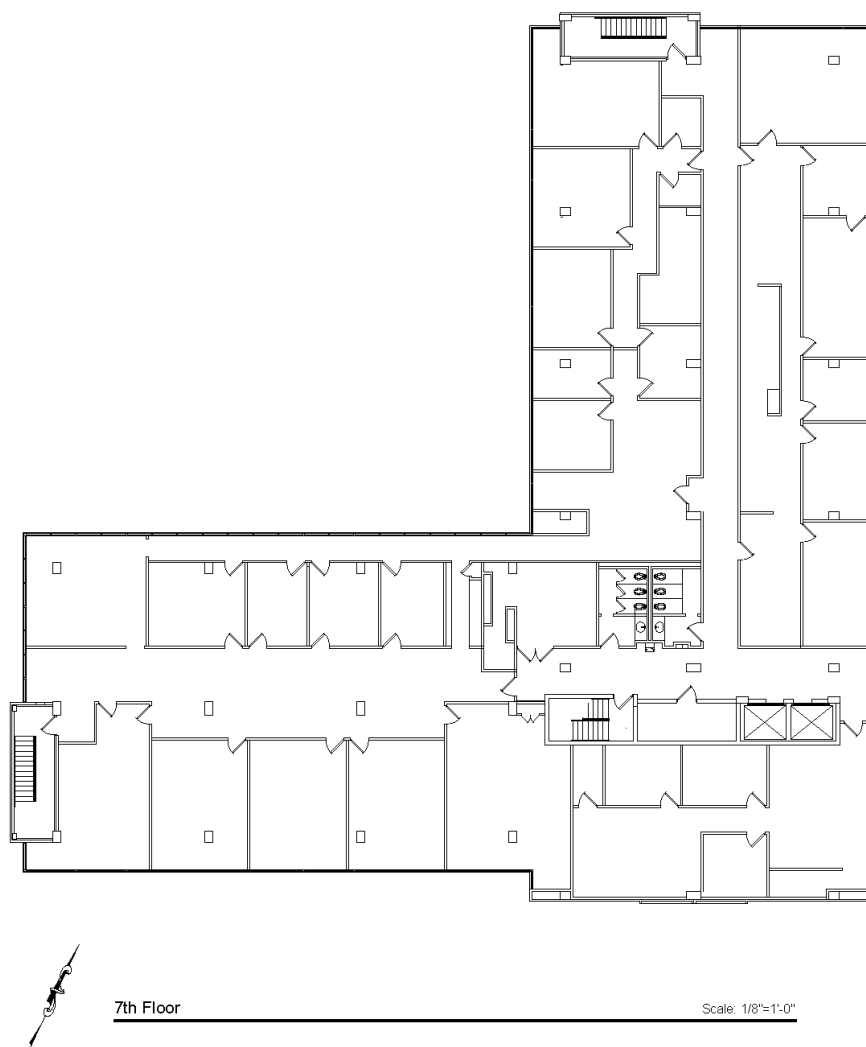
	
Date of Issue for Review Only NOT for Regulatory Approval Permitting of Construction 	
Date of Issue for Regulatory, T&E and Permitting Approval FOR Construction 3/26/2021	
PROJECT LOCATION AMERICAN TRUST BUILDING/HOLIDAY INN 4815 MILBY, WICHITA FALLS, TEXAS 76710 THE UNITED STATES OF AMERICA SCALE: 1/8" = 1'-0"	
EXISTING CONDITIONS THIS FLOOR PLAN IS A REPRESENTATIVE DRAWING OF THE EXISTING CONDITIONS OF THE BUILDING. IT IS NOT A GUARANTEE OF THE EXISTING CONDITIONS. THE DRAWING IS BASED ON THE INFORMATION PROVIDED BY THE CLIENT. THE DRAWING IS NOT A GUARANTEE OF THE EXISTING CONDITIONS. THE DRAWING IS NOT A GUARANTEE OF THE EXISTING CONDITIONS. THE DRAWING IS BASED ON THE INFORMATION PROVIDED BY THE CLIENT. THE DRAWING IS NOT A GUARANTEE OF THE EXISTING CONDITIONS.	
C:\BENTLEY\1 Rev. 1/8" 10/14/14 Rev. 6/20	
Philip B. Townsend, P.E. Planner, Building Code Consultant 4815 Milby, Suite 100 Wichita Falls, TX 76710 817-424-3350 Email: pb@wfa.net	
An As-Built Audit Petroleum Building 8th & Scott Wichita Falls, TX	
Revisions:	
Job No. Date: March 2021 Drawn By: PT	
Sheet Title: Sixth Floor Floor Plan Sheet No. 8 of 12	

Figure 32: Existing Seventh Floor.

[illegible]

The floor plan of the second floor shows a similar layout to the first floor. It includes a large central hall, several smaller rooms, and a staircase. The rooms are labeled with numbers, and the layout is consistent with the first floor, suggesting a symmetrical or mirrored design.

8th Floor

Scale: 1/8"=1'-0"

[illegible]

Figure 34: Existing Ninth Floor.

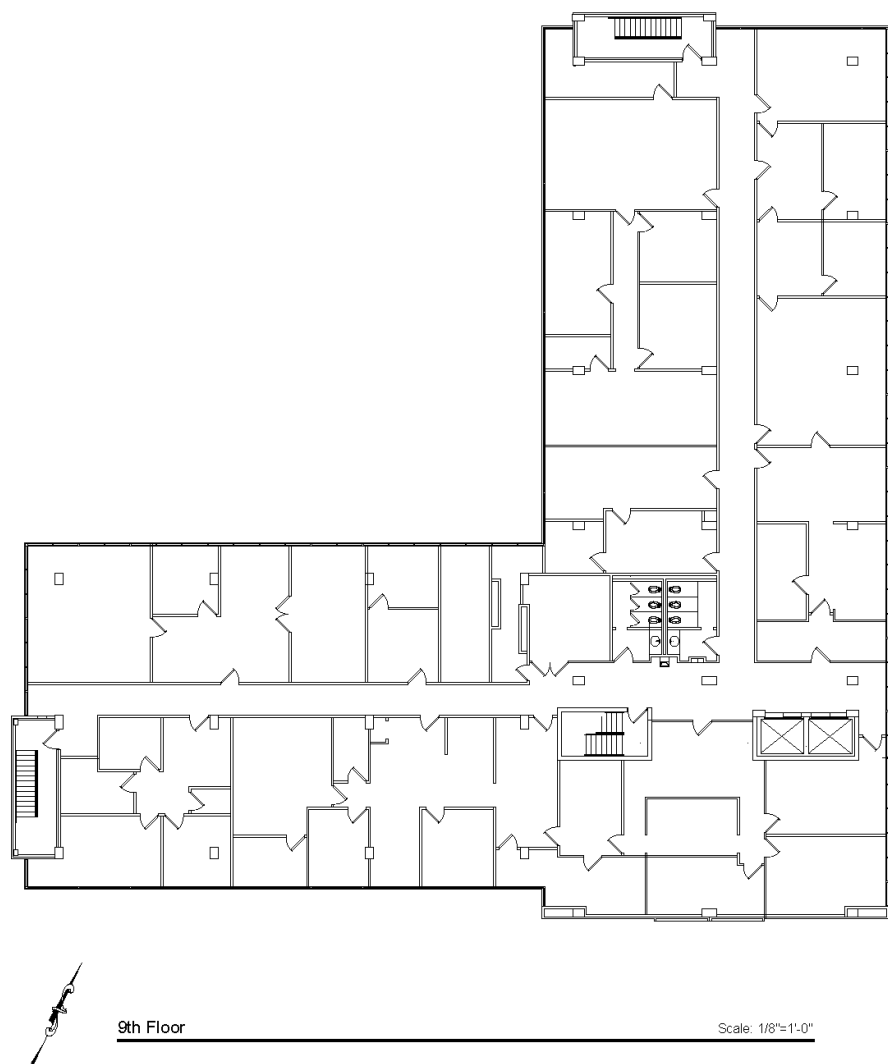
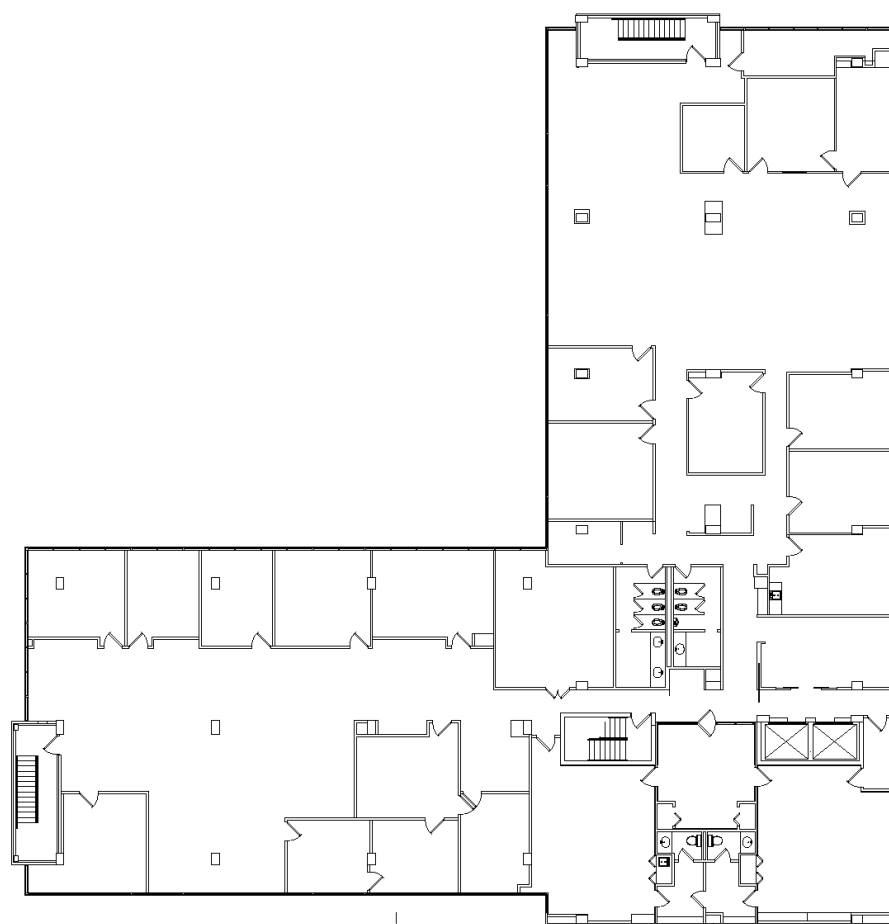

[illegible]

Figure 35: Existing Tenth Floor.



Scale: 1/8"=1'-0"



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 Permitting or Construction

Date of Issue for Regulatory,
 T&E and Permitting Approval
 FOR CONSTRUCTION
3/26/2021

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 Project No.: 12467
 Project Address: 12467 Townsend & Associates, Inc.
 City: Houston, Texas 77057
 Phone: (713) 865-1234
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 Client Address: 12467 Townsend & Associates, Inc.
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 Phone: (713) 865-1234
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PROJECT DESCRIPTION
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 Project Address: 12467 Townsend & Associates, Inc.
 City: Houston, Texas 77057
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REVISIONS
 Revision No. 1
 Date 3/26/2021
 Drawn By PT

SHEET TITLE
 12th Floor
 Sheet No. 12 of 12

American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Photographs

Photo 1: Northeast Elevation. View South.



American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Photo 2: Oblique Showing Southeast and Northeast Elevations. View West.



American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Photo 3: Southeast Elevation. View North.



American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Photo 4: Rear Elevations Showing Garage Structure. View Southeast.



American Trust Building/Holiday Inn, Wichita Falls, Wichita County, Texas

Photo 5: Rear Elevations Showing Garage Structure. View East.



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Photo 6: Southwest Elevation Curtain Wall Detail. View Northeast.



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Photo 7: Northeast Elevation Detail Showing Primary Entrance. View Northwest.



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Photo 8: Southeast Elevation Driveway. View Northwest.



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Photo 9: West Retail Storefront. View Northeast.



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Photo 10: Pool. View Northwest.



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Photo 11: East Corner Retail Space. View Northwest.



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Photo 12: West Retail Space Storefront. View East.



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Photo 13: Northeast Corridor, Typical of Hotel Floors, Shown at 3rd Floor. View Northwest.



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Photo 14: North Corridor Showing Exposed Brick, Typical of Hotel Floors, Shown at 4th Floor. View Southwest.



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Photo 15: Hotel Room, Shown at 4th Floor. View Southwest.



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Photo 16: Hotel Room, Shown at 4th Floor. View Northeast.



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Photo 17: Northeast Corridor, Typical of Office Floors, Shown at 8th Floor. View Northwest.



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Photo 18: 6th Floor Open Space. View North.



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Photo 19: 7th Floor Office. View North.



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Photo 20: 10th Floor Office. View South.

