

United States Department of the Interior
National Park Service
National Register of Historic Places Registration Form

1. Name of Property

Historic Name: Campbell Building/Union Bus Station
Other name/site number: NA
Name of related multiple property listing: NA

2. Location

Street & number: 311 N. Bois d'Arc Avenue
City or town: Tyler State: Texas County: Smith
Not for publication: ☐ Vicinity: ☐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 ☒ local

Applicable National Register Criteria: ☒ A ☐ B ☒ C ☐ D

	State Historic Preservation Officer	12/2/22
Signature of certifying official / Title		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

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

5. Classification

Ownership of Property: Private

Category of Property: Building

Number of Resources within Property

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

Number of contributing resources previously listed in the National Register: 1

6. Function or Use

Historic Functions: Commerce/Specialty Stores; Transportation/Bus Station; Domestic/Multiple Dwelling

Current Functions: Vacant

7. Description

Architectural Classification: Modern Movement: Art Deco, Moderne

Principal Exterior Materials: Brick, Concrete

Narrative Description (see continuation sheets 6 through 8)

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

8. Statement of Significance

Applicable National Register Criteria

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

Criteria Considerations: NA

Areas of Significance: Commerce, Transportation, Architecture

Period of Significance: 1932-1973

Significant Dates: 1932, 1946

Significant Person (only if criterion b is marked): NA

Cultural Affiliation (only if criterion d is marked): NA

Architect/Builder: Donald J. Robinson, contractor (1932); George Howard, architect (1946)

Narrative Statement of Significance (see continuation sheets 9 through 20)

9. Major Bibliographic References

Bibliography (see continuation sheets 21-23)

Previous documentation on file (NPS):

- ☒ preliminary determination of individual listing (36 CFR 67) has been requested. Part 1 approved on 4-7-2021.
- ☐ 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): NA

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

10. Geographical Data

Acreage of Property: 0.59 acres

Coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: NA

1. Latitude: 32.353028°N Longitude: -95.302549°W

Verbal Boundary Description: City of Tyler BLOCK 11 LOT 4,8,9

Boundary Justification: The boundary includes all the property associated with the Campbell Building/Union Bus Station during the period of significance.

11. Form Prepared By

Name/title: Kate Singleton, Charlotte Adams, Rebecca Wallisch (Post Oak), and Gregory Smith (THC)
Organization: Post Oak Preservation Solutions
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Date: October 29, 2021

Additional Documentation

Maps (see continuation sheets 24-27)

Additional items (see continuation sheets 28-43)

Photographs (see continuation sheets 44-62)

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.

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photograph Log

Campbell Building/Union Bus Station
Tyler, Smith County, Texas

Photographed by Ellis Mumford-Russell, January 2021 and Andy Bergfeld, November 2022.

All photographs in this section accurately depict current property conditions. No changes nor significant deterioration has occurred since these photos were taken.

Photo 1: West Elevation, View Northeast. November 2022. (Andy Bergfeld)

Photo 2: Oblique, West and South Elevations, View Northeast. November 2022. (Andy Bergfeld)

Photo 3: South Elevation, View Northwest. November 2022. (Andy Bergfeld)

Photo 4: East Elevation, View Northwest. November 2022. (Andy Bergfeld)

Photo 5: North Elevation, View Southwest. January 20, 2021.

Photo 6: South Elevation, Second Floor Masonry and Window Detail, View Northwest. November 2022. (Andy Bergfeld)

Photo 7: East Elevation, Second Floor Window Detail, View Northwest. November 2022.

Photo 8: First Floor, Southeast Entrance Transom Detail, View South. January 20, 2021.

Photo 9: First Floor, Northeast Entrance Detail, View North. January 20, 2021.

Photo 10: First Floor Interior, View Northeast. January 20, 2021.

Photo 11: First Floor Interior, View Southwest. January 20, 2021.

Photo 12: First Floor Interior, View Southwest. January 20, 2021.

Photo 13: Stair to Second Floor, View North. November 2022. (Andy Bergfeld)

Photo 14: Second Floor Corridor, View West. January 20, 2021.

Photo 15: Second Floor Office of Bus Station, View Northeast. January 20, 2021.

Photo 15A: Second Floor Office of Bus Station, View Southeast. January 2022.

Photo 16: Second Floor Typical Room (southwest corner apartment), November 2022 (Andy Bergfeld).

Photo 17: African American Waiting Room and Restroom, facing north. The tiled floor in front of the wall opening is the bathroom floor. November 2022. (Andy Bergfeld)

Photo 18: African American restroom floor, facing west. November 2022. (Andy Bergfeld)

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

NOTE: The purpose of this nomination is to highlight the individual significance of a building that is within the boundary of the Downtown Tyler Historic District, listed in the NRHP October 24, 2022.

Description

Built in 1932, the Campbell Building/Union Bus Station is a two-story Art Deco style commercial brick building with an Art Moderne addition located at 311 N. Bois d'Arc Avenue in downtown Tyler, Texas. The Moderne style addition at the east elevation was completed in 1946, converting the building into the Union Bus Station. It is open on the first floor with rounded corners on the second story addition and glass block and four pane metal hopper windows. The exterior configuration of display windows and doors was maintained with the 1946 addition. The original interior retail spaces were reconfigured to an open lobby space for use as the bus station and this configuration, including the ticket purchasing area, remain. The 1932 configuration of the second story was changed in 1946 from the apartment configuration; some spaces were reconfigured for retail including for a beauty shop, while others were retained as apartments. Many of the interior finishes remain on the second floor including the corridor door surrounds, window and baseboard trim, walls, and wood floors. The 1946 addition included an office space above the bus loading area. It was remodeled in the 1980s but the space retains the original configuration. The building retains a high degree of integrity overall and is readily identified as a bus station.

The Campbell Building/Tyler Union Bus Station is located on a city block in downtown Tyler; the block is bounded on the west by N. Bois D'Arc Avenue, on the east by N. College Avenue, on the south by W. Locust Avenue and on the north by the Union Pacific Railroad tracks. The area is densely developed, containing historic commercial buildings of various heights, government buildings and churches, and later, non-historic 1970s and 1980s commercial construction and surface parking lots. To the south of the building are the First Baptist Church, the Federal Courthouse and Post Office and Annex, and a building that houses medical services. A surface parking lot is located directly west of the building at N. Bois D'Arc and W. Locust. On the block directly east of the building are low rise buildings that house the Children's Museum, Moore Grocery Lofts, Tyler Candle Company, and new apartment buildings. North, across the railroad tracks are low rise industrial buildings used by the city and other companies. There are also some residential buildings and Goodman Park.

The Campbell Building/Tyler Union Bus Station is located on the southwest corner of a block in downtown Tyler, Texas. It is situated three blocks north of the Smith County Courthouse at the north edge of downtown. The building is bounded by W. Locust Street on the South, Bois d'Arc Avenue on the west, N. College Avenue on the east and a surface parking lot on the north. Other buildings on the block include a low rise contemporary office building and a one story brick garage building. Concrete surface parking areas are located on the north and east sides of the building. A brick fence and a chain link fence are along the east property line, and a chain link fence runs along the north property line. Concrete surfaced parking spaces and sidewalks are adjacent to the building at the west and south elevations. A concrete handicap access ramp is located on the west elevation, at the north end of the building. Greyhound bus signs on metal poles are located at the southwest corner adjacent to the building and the southeast corner of the lot. Wood utility and light poles are located on the sidewalk on the west side of the building.

The building is brick and concrete construction. The 1932 portion of the buff brick building is two story masonry with decorative brick and cast stone ornamentation. Tyler Art Stone Company did the ornamentation. The 1946 addition for the bus station is open on the first floor and supported by metal poles and the second floor is buff brick curved exterior with glass block windows and metal windows. The west (primary) elevation has four bays with display windows and two entrances. Pilasters that extend the full height of the building define the bays with smaller pilasters between each window that extend from the second floor to the cornice. Each bay of display windows is topped by four transoms; these have a four-light configuration. Below the display windows are maroon glazed tiles. A double aluminum door is a later addition in the location of an original single door and a 1946 set of doors. The original doors were wood with

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

glass, some of which remain. A decorative band is above the transom windows and below the second-floor windows. On the second floor, each bay has three wood windows, four-over-four or four-over-one; some still have their screens. Cast stone sills are beneath the windows, and a decorative Art Deco-style zig-zag pattern above the windows extends on both the west and south elevations. Decorative brick is above the second-floor windows; a decorative cornice cap extends across the south and west elevations.

The south elevation has a similar configuration to the west elevation. Two bays are framed by pilasters; each bay has five windows with smaller pilasters that extend from the second floor to the cornice. Display windows have maroon tiles below them. Transom windows, the same as the west elevation, span the south elevation above the display windows and doors. The openings at the south elevation have been bricked in but the configuration is still evident. There are two doors that lead into the building; the one at the southeast corner leads into an area adjacent to the stairway to the second floor. The configuration and decorative elements on the upper elevation are the same as the west elevation. Windows punctuate the second floor of the east elevation of the original building, common brick is used on the east elevation of the main building. There is a brick connection between the addition and main building as can be seen at the east elevation. At the north elevation, the first floor has a double door and enclosed windows. A one-story addition is located at the juncture between the main building and the addition. Two-over-two windows with brick sills and a door punctuate the upper story. The roof of the main building and the bus station addition are both flat. The foundation for the main building is concrete.

1946 Addition

In 1946, an Art Moderne style design for the renovation of the building into a bus station was completed by local architect George Howard. A set of paired doors had been added to the west elevation on each side of a decorative pilaster that extended above the cornice line.¹ This 1946 pilaster addition served as a sign with "Trailways" on it. The east elevation has the 1946 addition for the bus station that extends south past the south elevation of the main portion of the building. The first floor of the addition at the east elevation is open with metal poles with an entrance and windows beneath. The buff brick second floor of the addition is not as tall as the main building; it is curved with glass block windows with four pane metal hopper windows at the south elevation of the addition. The second floor of the east elevation of the addition has five sets of four-light metal hopper windows and two smaller one-over-one windows. Glass block windows are at the north elevation of the addition.

Interior

The building originally had three retail spaces on the first floor and five apartments on the second floor. The building was reconfigured for the bus station in 1946. This included removal of interior walls to create the lobby space measuring fifty feet by twenty-nine feet; a cafe measuring nineteen feet by forty feet, ticket office and baggage department in the middle of the building, a "ladies lounge," and a separate waiting room for Black passengers.² Restrooms were located at the north end of the building. The bus station was later renovated in the 1980s and new finishes were added along with some redesign of the interior. These finishes have now been removed to reveal the original and 1946 finishes and most of the 1946 configuration of the first floor. The original walls are plastered over a wood frame. The second floor remains largely intact with the exception of access into the second-floor addition that housed offices for the bus company. The original walls are a particle board material and the floors wood; these are still evident on both the first and second floors of the original structure. The first floor is an open area for the bus station with office and storage space located on the south end of the building and a portion in the middle of the building.

¹ "How New Union Bus Terminal Will Look," *Tyler Morning Telegraph*, October 5, 1945, p.13.

² "How New Union Bus Terminal Will Look."

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Support columns are evenly spaced in the room. A stairway leading up to the second floor is located adjacent to the southeast wall. The stairway provides access to the second-floor apartments and to the second-floor bus station offices.

There are five apartments located on the second floor; they were also used as retail space after the building was converted into a bus station. They are on an "L" shaped hallway, with apartments on both sides. The north end of the corridor has a door that once led to a fire escape; it is no longer extant. The walls are particle board material, and the floors are wood. The apartments are divided into a living area, bedroom, and bathroom, with three of the apartments larger than the other two. The woodwork, including door surrounds, windowsills, and baseboards, is all very simple. The second-floor office space for the bus station is configured into four office areas and two bathrooms.

Integrity and Alterations

The building retains a high degree of integrity with the exterior design intact and many of the interior spaces and finishes still evident. The immediate landscape, including the adjacent parking lot to the north, the bus corridor that facilitated buses entering the site from the northwest and pulling into angled spaces under the east canopy, and the angled street parking to the west is intact. Furthermore, intact concrete curbing under the canopy continues to define bus parking and loading zones, while concrete curbs and islands define an automobile/taxi zone on the south side, which allowed west-bound drivers to pull into (and out of) an off-street waiting area.

The design, workmanship, and materials of the original building constructed in 1932 and the subsequent 1946 addition are evident and express the association and feeling of its use as both a retail building and a bus station. The building retains its integrity of location and setting as it is in the original location in downtown Tyler. The exterior of the building retains integrity of design, materials, and workmanship with its massing, masonry construction, Art Deco cast stone ornamentation and window configuration. A Moderne-style addition at the east elevation was completed in 1946, converting the building into the Union Bus Station. It is open on the first floor with rounded corners on the second story addition and glass block and four-light metal hopper windows. The original 1932 exterior configuration of display windows and doors was maintained with the 1946 addition. The interior retains much of the original configuration. The first floor was renovated for the bus station and an open lobby space remains including the ticket purchasing area and many of the original finishes from 1932 and those from 1946 are still evident. The second floor originally included apartments; in 1946 two were changed to retail spaces and this configuration and the hallway and stairs remain. The second floor of the building also retains wood floors, door and window surrounds, and baseboards. The 1946 addition included an office space above the bus loading area. It was remodeled in the 1980s, but the space retains the original open configuration. The slipcover was removed in December 2020. The exterior, now that the more recent covering has been removed, is intact with few changes. The decorative pilaster, added in 1946, was removed when the 1980s slipcover was put on the building. Other changes were made to the display windows, and some were infilled at the time of the 1980s renovation; however, they are still evident with the removal of the later facade. More recently, a double door was added to the west elevation along with an addition at the north elevation.

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Statement of Significance

The Campbell Building/Union Bus Station in downtown Tyler, Texas, was built in 1932 by John L. Campbell as a mixed use commercial and residential building, and was enlarged in 1946 to become a bus terminal. Campbell's Art Deco building featured three retail spaces on the first floor and five apartments on the second floor, and served as home to Eisen's Grocery, a well-known local market, for several years. In 1946 the Dixie-Sunshine-Trailways Company purchased and renovated the building with a Moderne addition designed by Tyler architect George Howard to accommodate its new use. The Campbell Building/Union Bus Station is nominated to the National Register of Historic Places under Criterion A in the areas of Transportation and Commerce at a local level of significance for its connection to the commercial growth of downtown Tyler and as an example of the post-war growth of bus transportation companies in Tyler and Texas. It is the only extant bus station building in downtown Tyler.³ The building is also eligible under Criterion C Architecture at a local level of significance as an excellent example of the Art Deco and Moderne styles used for a commercial building, reflecting different approaches in modern design over two decades. The building also features a plan that followed the Jim Crow era state laws that mandated racially segregated waiting rooms in train depots, although no state law specified separate facilities in bus depots. The building remained a bus station until 2019. The period of significance is from 1932, the date of construction, to 1973, the current 50-year point.

Tyler, Texas

Tyler, since its founding in 1846, has been a commercial and transportation hub for east Texas, connecting the region to larger markets including Dallas, Houston, and Louisiana. It is approximately 100 miles east of Dallas at the juncture of US Highways 69 and 271 and state highways 14, 31, 64, 110 and 155. The surrounding area was prime cotton land worked by enslaved persons, leading the county to overwhelmingly support secession at the beginning of the Civil War. In the years immediately after the Civil War, the town suffered an economic depression, but the economy began to recover with the arrival of the Houston and Great Northern Railroad in 1874.⁴ With the expansion of various railroad lines into Tyler and the addition of railroad shops and the accompanying laborers, the population of Tyler almost tripled between 1880 and 1890 from 2,423 to 6,098.⁵ Agriculture was the primary economic activity in Tyler and surrounding Smith County, mainly centered around cotton, although by the early 1900s it had diversified from cotton to truck farms and fruit trees. In 1907, Tyler incorporated as a city.⁶ In 1930, oil was discovered in the Tyler area and numerous oil companies and oil field developers established offices downtown. The city became a regional center for the oil and gas industry, and the population surged from 17,100 in 1930 to 28,279 in 1940.⁷ During World War II, Camp Fannin was established just to the northeast of the city and offered further growth to the local and county economy.⁸ By the 1920s, roses began to be an important part of the agricultural economy after peach blight killed most of the trees and with the advent of air express, fresh-cut Tyler roses could be shipped across the country. The rose

³ The other bus station in downtown Tyler was located at the Blackstone Hotel, demolished in 1985. The Campbell Building/Union Station remained a bus station until its recent purchase. Bus station facilities that continued to operate in major East Texas cities (including Longview, Marshall and Kilgore) were relocated outside of central business districts in the 1970s-1980s.

⁴ Diane Williams, "Historical and Architectural Resources of Tyler, Texas National Register of Historic Places Registration Form," NRIS 2000645; Christopher Long, "Tyler, TX," Handbook of Texas Online, accessed January 11, 2021, <https://www.tshaonline.org/handbook/entries/tyler-tx>.

⁵ Ibid; Williams, "Historical and Architectural Resources of Tyler, Texas National Register of Historic Places Registration Form."

⁶ "Tyler, Texas," World Population, <https://worldpopulationreview.com/us-cities/tyler-tx-population>.

⁷ "Tyler, Texas," World Population, <https://worldpopulationreview.com/us-cities/tyler-tx-population>.

⁸ Christopher Long.

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

industry grew in economic importance, and, in 1945, it was worth \$3.5 million.⁹ By the 1950s, however, petroleum overtook agriculture as the main economic driver, and, by 1973, it contributed \$17 million to the economy.¹⁰ Population growth continued in the decades after the war and as the local economy continued to grow. In 1950 the population grew to 38,968; in 1960 to 51,230; and in 1970 to 57,770.¹¹ Population growth continued at a steady rate, reaching 108,302 in 2020.¹²

The transportation industry helped to fuel the economic growth of the city and county. There were three railroads operating by the 1900s, and, after legal battles, the Cotton Belt line built a new depot in Tyler that was shared with I & GN. The Cotton Belt line expanded their shops in 1910 at the cost of \$200,000. A new Union Depot was also constructed with shops and a roundhouse.¹³ The railroads had a significant impact on the economy of Tyler in the years before the Depression; in 1923, the payroll was \$2.9 million and the workforce was 1,543. By the late 1930s, the impact of the railroads lessened due to the contraction of the timber industry and the advent of cars, buses, trucks and airplanes.¹⁴ Tyler was briefly served by streetcar lines from 1913 to 1916, however a bid to link to the Dallas streetcar line failed and the streetcar lines were abandoned.¹⁵ By the early 1920s, bus companies were providing service to Tyler and the surrounding area.

Downtown Tyler

Downtown Tyler developed on a grid pattern around the Smith County Courthouse. Numerous small commercial buildings were around the square. As the town grew in the early 1900s, new neighborhoods were established and the downtown grid pattern grew with more industrial uses to the north and east, replacing older neighborhoods.¹⁶ The Tyler Commercial Club (later the Tyler Chamber of Commerce) was established in 1900 to boost business. The 1912 Sanborn Fire Insurance Maps show a variety of businesses in downtown Tyler, including harness makers, theaters, confectionaries, groceries, Tyler Commercial College, feed stores, clothing, fraternal lodges, churches, and hotels.¹⁷ The Moore Grocery Building and Tyler Grocery Building were constructed that same year (NRHP 2002). During the early 1920s and 1930s, downtown growth continued. Tyler was able to forestall the immediate impacts of the Great Depression with the discovery of oil in the region. Downtown Tyler became a hub for oil companies requiring office space and benefitted from the proximity to the county courthouse to file deeds for mineral rights. A U.S. Courthouse and Post Office were constructed in Tyler in 1933 as well as other WPA projects that helped to bolster employment. It was during this time that 1932 People's National Bank and 1938 Blackstone Building in 1938 were constructed. By the 1950s, the downtown had expanded approximately one quarter mile out from the courthouse. In the 1960s, competition from the suburbs and changing industrial and retail patterns saw the downtown shrink and buildings demolished for surface parking lots or left vacant. However, the downtown remained vital to the city as a government and business center due to the location of the Smith County Courthouse and the United States Courthouse (Eastern District of Texas) in the central business district. The city entered the Texas Main Street program in 1990 and has seen success with the recruitment of restaurants and the arts to the downtown area.

⁹ Williams, "Historical and Architectural Resources of Tyler, Texas National Register of Historic Places Registration Form."

¹⁰ Christopher Long.

¹¹ "Tyler, Texas," World Population, <https://worldpopulationreview.com/us-cities/tyler-tx-population>.

¹² Ibid.

¹³ Williams, "Historical and Architectural Resources of Tyler, Texas National Register of Historic Places Registration Form."

¹⁴ Ibid.

¹⁵ Ibid.

¹⁶ Williams, "Historical and Architectural Resources of Tyler, Texas National Register of Historic Places Registration Form."

¹⁷ Sanborn Fire Insurance Map, Tyler, Texas (New York: Sanborn Map Company), 1912, pp.15-17.

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

The Campbell Building/Union Bus Station

The Campbell Building was originally constructed in 1932 by Tyler businessman John Campbell (1883-1958) while he was owner and manager of the Hotel Tyler. It housed various retail spaces on the first floor, most notably Eisen's French Market, and apartments on the second floor. Campbell had moved to the Tyler area with his parents when he was ten years old.¹⁸ His family owned the property where the building was constructed; it was deeded to him by his parents.¹⁹ Campbell finished eighth grade and began to work in various jobs around Tyler including as a store clerk and car salesman.²⁰ By 1920, he was working as a subcontractor building roads and other projects.²¹ Campbell was the owner and manager of the Hotel Tyler from 1921 to 1938. He was also a local dairyman, well-known and active regionally in the industry.²² After he sold the subject building in 1945, he continued as a dairyman in the Tyler area until he passed away in 1958.

When the Campbell Building opened in 1932, it was mainly occupied by Eisen's French Market, a grocery and delicatessen, with the other space occupied by the Parisian Beauty Salon. Sam Eisen was a teenager when he moved with his older brother from Austria to Tyler in 1902. His brother, A. Eisen, opened a dry goods store on the square in downtown Tyler soon after they arrived. The Eisens were part of the Jewish population that flourished in Tyler, many of whom had come before the Civil War and continued to arrive after. They were mainly merchants and businessmen and constructed two synagogues and a school.²³ Sam Eisen worked for his brother for a year and then decided to be a peddler, traveling around the area selling goods. A local horse and mule broker gave him a horse, and another gave him a wagon. He was fairly successful in the venture but decided to move to New York and find work there.²⁴ Eisen returned to Tyler in 1917 and opened his market. He moved into the Campbell Building when it opened in 1932. The larger thirty-eight foot by sixty foot space gave him ample room for the market and delicatessen, boasting "ample mechanical refrigeration" that allowed him to "offer viands never before available in Tyler...such as usually are available to discriminating customers in only the largest cities".²⁵ The article in the newspaper noted that the building was setback to provide parking in the front for the ease of the customer.²⁶ Eisen had been in the grocery business for forty-eight years at the time of his death in 1948.²⁷

The Eisen store remained in this location for several years. Other tenants of the building included the Parisian Beauty Salon, which was in the building when it opened in 1932 and relocated to the upper story when the structure was

¹⁸ "J.L. Campbell Rites Thursday," Tyler Morning Telegraph, January 1, 1959, p.14.

¹⁹ Warranty Deed, Smith County Deed Records, Volume 157, p. 126; Volume 175, pp. 288-290.

²⁰ Census Place: Tyler Ward 4, Smith, Texas; Roll: T624_1589; Page: 3B; Enumeration District: 0069; FHL microfilm: 1375602, Ancestry.com. 1900 United States Federal Census [database on-line]. Provo, UT, USA: Ancestry.com Operations Inc, 2004. Accessed 10-18-2021. Ancestry.com. U.S., World War I Draft Registration Cards, 1917-1918 [database on-line]. Provo, UT, USA: Ancestry.com Operations Inc, 2005.

Original data: United States, Selective Service System. World War I Selective Service System Draft Registration Cards, 1917-1918. Washington, D.C.: National Archives and Records Administration. M1509, 4,582 rolls. Imaged from Family History Library microfilm.

²¹ Census Place: Tyler Ward 4, Smith, Texas; Roll: T625_1845; Page: 10A; Enumeration District: 83, Ancestry.com. 1920 United States Federal Census [database on-line]. Provo, UT, USA: Ancestry.com Operations, Inc., 2010. Images reproduced by FamilySearch. Accessed 10-18-2021.

²² "Natural Milk Producers Association of America," Tyler Journal, March 25, 1932, p.5.

²³ Williams, "Historical and Architectural Resources of Tyler, Texas National Register of Historic Places Registration Form."

²⁴ "Story of Immigrant Boy Who Came to the U.S. and Made a Fortune Again Seen in History of Sam Eisen, Tyler Citizen," Tyler Courier Times, February 14, 1932, p. 18.

²⁵ Ibid.

²⁶ "Story of Immigrant Boy Who Came to the U.S. and Made a Fortune Again Seen in History of Sam Eisen, Tyler Citizen."

²⁷ "Sam Eisen Funeral Here Sunday," Tyler Morning Telegraph, November 8, 1948, p. 9.

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

renovated for the bus station in 1946.²⁸ Royal Music and Tyler Auto Supply occupied the building before it was renovated into a bus station.²⁹

Tyler Union Station

The previous bus station, known as the Camp Fannin station, had been located at Locust and College; it was sold in 1946 which may have initiated the development of the Tyler Union Bus Station by Gerald Mann. The Greyhound Station, the competition, was located at the Blackstone Hotel.³⁰ The Campbell building was renovated in 1946 when it was purchased by the Dixie Sunshine Trailways Company from local businessmen Bert Wilkinson and Max and G.L. Kirkpatrick. They had owned the building for a year.³¹ The purchase of the building included a lot to the north to be used for bus access and parking.³² Gerald Mann, president of the Dixie Sunshine Trailways Company stated that the cost of the project, including acquisition of the property and renovation, would cost between \$135,000 and \$150,000. He also indicated that this terminal would be used for all the bus companies operating in Tyler.³³ The formal opening of the building was held August 31, 1946.³⁴ For the station opening, the ceremony included Dave Chenault and his orchestra who had played at the Adolphus Hotel in Dallas.³⁵ The event included the orchestra, a baseball game between the Sunshine Trailways and Airline Motor Coaches teams, and a reception at the Blackstone Hotel. The newspaper article noted “that the Tyler terminal is undoubtedly the most beautiful and modernistic bus station in the state.”³⁶ The building remained a bus station until 2019.

Gerald Mann (1907-1990)

Gerald Mann, the former Texas Attorney General (elected 3 times) and Secretary of State, was one of the owners of Dixie Sunshine Trailways. He was also one of the owners of City Transportation Company, a taxi service in Dallas.³⁷ He was partnered with Houston Nichols, John Murchison, Glenn Turner and Holman Jenkins in the Dallas venture. He also was president of the Waco Transportation Company; here he negotiated a settlement to end a transit workers’ strike.³⁸ Mann additionally served as president of Murmanill Corporation and Bankers Life Casualty Insurance.³⁹ Before he was an owner of the Dixie Sunshine Trailways, Mann was appointed Texas Assistant Attorney General in 1933, served as the Secretary of State beginning 1934, and was elected Texas State Attorney General in 1938. As Secretary of State, he lobbied state legislators to pass securities control laws aimed at curbing fraudulent stock brokerages in the state. During his tenure as State Attorney General, he was known for prosecuting loan sharking which was practiced by some established banks during the Depression, and he was also involved in investigations of racketeering.⁴⁰ Mann managed political campaigns including the gubernatorial campaign in Dallas for James V. Allred in 1934 and the Kennedy-Johnson campaign. In 1950, Mann became head of the Dallas branch of the Atlantic Union

²⁸ City Directory for Tyler, Smith County, Texas, Dallas, Texas: John Worley Publishing, 1933, p. 48; “Parisian Beauty Salon,” Tyler Morning Telegraph, September 11, 1948, p.4.

²⁹ “Modern Terminal Plan for Patrons of Bus System,” Tyler Morning Telegraph, September 19, 1945, p. 1.

³⁰ “Real Estate.” Tyler Morning Telegraph, April 6, 1946, p.6.

³¹ Ibid; Warranty Deed, Smith County Warranty Deed Records, Volume 511, p. 285, June 14, 1945.

³² Warranty Deed, Smith County Warranty Deed Records, Volume 511, p. 285, June 14, 1945.

³³ “Modern Terminal Plan for Patrons of Bus System,” Tyler Morning Telegraph, September 19, 1945, p. 1.

³⁴ “Union Bus Terminal Opening Ceremony Set for Aug. 31”. Tyler Morning Telegraph, August 24, 1946, p.2.

³⁵ “Music Scheduled at Bus Station Opening”. Tyler Morning Telegraph, August 30, 1946, p.3.

³⁶ “New Bus Station Opening Tonight”. Tyler Morning Telegraph, August 31, 1946, p.3.

³⁷ “Council OK’s Owner Change for Cab Firm,” Dallas Morning News, November 1, 1950, p.1.

³⁸ “Profit-Share Plan Offered Tram Men,” Dallas Morning News, May 31, 1947, p.5.

³⁹ “Interest Turned in Company Here,” Dallas Morning News, April 4, 1959, p.18.

⁴⁰ “Ex-state official dies at 82 - Gerald Mann held key posts in 1930s,” Dallas Morning News, January 7, 1990, p.33.

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Group which was an idea to unify the world's leading democracies.⁴¹ Mann finished his career as an Assistant District Attorney for Dallas County.⁴² Throughout his life, Mann participated in business ventures with other noted Texas businessmen.

Criterion A: Commerce and Transportation

During the early 1910s through World War II, buses provided an important alternative to trains and often offered service to communities without a passenger train system. Early bus lines consisted of intercity or long-distance buses and were operated by individuals and small companies who felt they could make a profit transporting fee-paying customers to various destinations over free public highways. It was in the second decade of the twentieth century that this became a business model for local entrepreneurs across the country.⁴³ In the 1920s, early entrepreneurs developed longer and more numerous routes by buying out rivals and consolidating companies as well as reaching agreements with other operators. Bus service came to Tyler in the early 1920s.⁴⁴ To meet the state requirements for safety, financing construction of roads, and competition, new and more reliable vehicles were acquired. The railroad companies took notice of the fledgling industry, viewing the bus companies as direct competitors. They attacked the companies claiming that the bus operators did not pay sufficient taxes for using roads. Some railroad companies even opened their own bus lines as direct competition. The bus companies were able to offer lower prices for tickets and had more flexible routes than the railroads. By the 1920s, several regional bus companies were successfully operating. National lines, through consolidation of some of the regional companies, were the next step forward.⁴⁵

With the onset of the Great Depression, many of the marginal bus companies went out of business as people lost their jobs and could not afford to travel or visit relatives. Many of the larger companies were faced with cash-flow and capital problems and had to reorganize to stay in business. Nascent national operators like Greyhound almost failed and had to acquire loans and more capital from banks as well as through negotiations with vendors like General Motors. Greyhound was able to withstand the Depression and continue expanding. The Interstate Commerce Commission encouraged other bus lines to compete with Greyhound; one of those was the National Trailways Bus System, an association of over 100 companies.

One of the early companies to provide bus service in North Central and East Texas was the Sunshine Bus Company which was founded in 1919 and only had twenty-six miles of routes.⁴⁶ Another was the Dixie Motor Coach Company which was founded around 1928 by Alva Barrett and operated between Dallas and Fort Worth and Ardmore, Oklahoma; Dallas and Durant, Oklahoma; Dallas, Greenville, and Texarkana; and Wichita Falls and Texarkana.⁴⁷ Barrett also owned Texas Air Transport and two Texas radio stations. He sold the company to brothers Able and Christopher Riter in 1933; they owned Sunshine Bus Lines located in Terrell, Texas. Operations for the two lines were combined and moved to Dallas where Dixie Motor Coach had a large bus shop, yet they continued to run as separate lines.⁴⁸ In 1937, the two lines became part of the Trailways system as Sunshine Trailways and Dixie Trailways. In 1939, Able Riter sold the companies to Joseph P. Kittrell, who had been vice president of the Sunshine Bus Lines. Kittrell sold the companies in 1945 and the new owners, including Gerald Mann, merged the two corporations into

⁴¹ "Gerald Mann Will Head Atlantic Union Group." Dallas Morning News, May 29, 1950, p. 8.

⁴² Ibid.

⁴³ Margaret Walsh. "The Bus Industry in the United States," EH.Net Encyclopedia, edited by Robert Whaples. January 27, 2003. URL <http://eh.net/encyclopedia/the-bus-industry-in-the-united-states/>.

⁴⁴ "Bus Travel Reflects Area Changes, Human Interests," Tyler Morning Telegraph, May 17, 1963, p.12

⁴⁵ Ibid.

⁴⁶ "Jon's Trailways History Corner," <https://cw42.tripod.com/Jon-3.html?>

⁴⁷ "Trailways Bus Badges," <https://transitbadges.com/trailways-badges/>.

⁴⁸ "Hearings Finished on Labor Matter," Tyler Morning Telegraph, October 21, 1939, p.10; <https://transitbadges.com/trailways-badges/>.

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

one. The Interstate Commerce Commission authorized Dixie Motor Coach Corporation to purchase the stock of Sunshine Bus Lines, Inc. and to change the name to Dixie-Sunshine Trailways.⁴⁹

In 1936, the National Trailways Bus System announced a nationwide expansion that would cover coast to coast, approximately 150,000 miles. National Trailways was a conglomerate of several existing bus companies, including the Santa Fe Trail System, the Burlington Transportation Company, the Missouri Pacific Transportation Company, the Frank Martz Coach Company, and the Safeway Lines. The financial structures of the companies apparently remained independent of each other. However, this association made it possible to buy one ticket to a city and have it applied to the various bus systems needed to get to that destination. H.W. Stewart, the chairman of the new association, was general manager of the Burlington Transportation Company. It should be noted that some of these companies were owned by railroads: Burlington Transportation, Missouri Transportation, and Santa Fe Trail System. Each of the bus companies had a representative on the Managing Committee for the new association: A.E. Greenleaf, vice-president and general manager of Santa Fe Trail System; P.J. Neff, vice-president and general manager of the Missouri Pacific Transportation Company; Paul Dittmar, president of Safeway Lines; and Frank Martz, president and general manager of Frank Martz Coach Company. Stewart stated that the buses would display the crimson and cream emblem of the National Trailways System along with the logo of the operating bus company.⁵⁰ By 1939, there were 40 companies under the umbrella organization.⁵¹

World War II brought expansion to the bus transportation industry due to gasoline, rubber, and parts shortages, rationing, the need for transportation across the country--especially for rural communities, and the necessity to move recruits and civilian workers to and from military bases. New records were set for long distance bus passenger miles which doubled from 13.6 billion in 1941 to 26.9 billion in 1945.⁵² The Office of Defense Transportation, a wartime administrative bureau, managed traffic flows throughout the war. Earnings rose for the companies but there was no opportunity to reinvest into the businesses because of government restrictions on vehicle production; even new bus station construction was limited. All the wartime restrictions lead to crowded buses, long travel times, and overcrowded terminals, creating frustrating situations for travelers. As the war ended, in Tyler, the bus companies indicated that business was still brisk even with the end of gas rationing. An article from 1945 noted that with the war winding down, people felt they could spend money and travel, including soldiers and their families who "are traveling over the country."⁵³

After World War II, bus companies were considering how to move forward with the increased business provided by the war. However, continued government regulation and the post-war economy that was plagued by inflation hampered growth. Delivery of new buses and equipment was delayed because of material shortages. Investment in other capital improvements including construction of stations was hampered by scarce building materials and rising prices. The Campbell Building may have been attractive to companies as it was an existing building that required less investment than construction of a new building. It was not until the early 1950s that new cruiser buses became available. The federal government began an investigation of bus fares in 1946 that was not completed until 1949; this also impacted the companies' willingness to invest back into the industry. States also added to this overall uncertainty with multiple state registration fees and taxes. These factors contributed to the delay in modernizing the industry.⁵⁴ But the bus industry was also impacted by the automobile industry as car registrations grew from 25.8 million to 40.5 million by 1950, and to 52.1 million in 1955. Individual cars were the preferred transportation for trips under 400

⁴⁹ "Trailways Bus Badges."

⁵⁰ "Trailways Makes a Bow as Nation-Wide Bus System". Tyler Journal, March 20, 1936, p. 6.

⁵¹ "Trailways Company." <https://www.chicagorailfan.com/greyhist.html>. Accessed October 20, 2021.

⁵² "Trailways Bus Badges."

⁵³ "Rations Lifted; Buses, Taxis Still Going Strong". Tyler Morning Telegraph, August 21, 1945, p.3.

⁵⁴ "Trailways Bus Badges."

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

miles, encouraged by the construction of the interstate highway system, the convenience of their cars, and their unwillingness to negotiate the trip from the suburbs to the downtown bus station.⁵⁵

The various bus companies began to develop a more professional appearance for staff and in their marketing. Training for managers and staff alike helped to develop a more professional attitude throughout these companies. Both Greyhound and Trailways diversified their services. Greyhound added auxiliary transportation services, food, consumer, and pharmaceutical services, as well as equipment leasing. Trailways diversified into insurance, car parking facilities and shipping operations, and real estate activities.

In the early 1960s, there were two major national bus lines in Tyler: Greyhound and Continental Trailways.⁵⁶ The two companies had 62 trip operations per day, and more than one half million people passed through the stations in 1962.⁵⁷ That year the companies did a combined business of \$400,000. The cafe in Union Bus Station served 303,000 meals to passengers in 1962. A newspaper article noted that the new buses used by the bus companies were far superior to those used in the 1940s; the new buses were named the "Highway Travelers", "Silver Eagles", and "Golden Eagles," and had improved suspension, restrooms, and panoramic windows.⁵⁸ The article noted that many of the passengers were homebound military personnel, commuters, industrial workers who worked at various sites, and charter customers.⁵⁹

The bus, airline and train companies participated in a "Visit USA" tourism push by the U.S. Travel Service, a division of the Department of Commerce. The program was developed to encourage foreign tourists to "Visit USA" and spend their vacation and money in the States. A 1962 article in the Tyler newspaper described the program and noted that the average foreign visitor spends \$500 on vacation, and if a million visitors vacationed here, it would bolster the economy by a quarter billion dollars.⁶⁰ This program included the participation of both Greyhound and Trailways; they offered \$99 unlimited tickets to foreign travelers. Continental Trailways was given a special "E" Award under this program for excellence in expansion by promoting United States travel to foreign visitors. Vice President Johnson awarded the honor to M.E. Moore, president of the company.⁶¹

By the early 1960s, Trailways and Continental had merged the various individual companies into Continental Trailways. In an effort to keep up with other modes of transportation, Continental Trailways introduced new buses, "Silver Eagles." They were brought to Tyler and put on display for potential customers to see. The buses were double-deckers and seated 46 passengers. Local manager, Billy Bob Ford, noted that the four buses cost \$250,000 and "are the most modern in the world."⁶² Locally, the bus company often transported high school teams and organizations including groups from the Chamber of Commerce, United Way, the Blue Brigade, John Tyler and Robert E. Lee high schools' bands and football teams.⁶³

In the 1970s, the bus industry continued to face challenges. The economy of the 1970s was difficult for transportation companies. Trains were suffering, so Congress intervened and established a subsidy and created Amtrak, mainly for the northeast transportation corridor. However, no aid was forthcoming for the bus industry. It was not until 1977 that

⁵⁵ Ibid.

⁵⁶ "Bus Travel Reflects Area Changes, Human Interests," Tyler Morning Telegraph, May 17, 1963, p.12.

⁵⁷ Ibid.

⁵⁸ "Bus Travel Reflects Area Changes, Human Interests."

⁵⁹ Ibid.

⁶⁰ Coaxing Foreign Tourists." Tyler Morning Telegraph, June 29, 1962, p.4. "Don't Leave Shoes Outside Door." Tyler Morning Telegraph, August 27, 1962, p.4.

⁶¹ "Business Notes." Tyler Morning Telegraph, May 19, 1963, p. 43.

⁶² "Buses Will Be Shown Today." Tyler Morning Telegraph, November 12, 1963, p. 13.

⁶³ "Veteran Driver to Set Out Monday With Belles and Band." Tyler Morning Telegraph, December 29, 1963, p. 15. "UCF Tour Set for Today." Tyler Morning Telegraph, July 22, 1964, p. 5.

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

the Surface Transportation Assistance Act was implemented, providing limited funding. The late 1970s and early 1980s continued federal deregulation of the airlines, trucking, and, finally, bus industries. The long-distance bus industry had remade itself by the 1990s, catering to a variety of small markets. The operators, both national and regional, were still an essential part of the national transportation system, serving over 4,000 communities. These companies also catered to leisure travelers offering charter and package tours as well as commuter services. Again, they were an integral part of rural life and intermodal links.⁶⁴ The subject building remained a bus station until 2019.

Government-Sanctioned Racial Segregation in Texas Bus Facilities

The minimal accommodations for African Americans in the Tyler bus depot consisted of a small waiting room and unisex bathroom near the east exit, while white customers enjoyed a large open waiting room, café, and spacious and separate men's and women's restrooms. While most of the interior spaces of the depot have been compromised, comparison of historic photos and current photos reveal the functional layout of the ground floor spaces. While no historic photos of the African American facilities exist, physical evidence helps confirm the location and scale of the Black waiting room and restroom, both of which are a small fraction of the space allotted to white passengers.

Texas segregation laws and policies followed those of other southern states, applying to both public facilities such as schools, and private facilities including commercial enterprises of all types. In the 1910 case *Chiles Chesapeake and Ohio Railroad*, the U.S. Supreme Court ruled that private companies could enforce segregation on commercial transportation. The federal government allowed segregationist policies through the Jim Crow Era, even though the promise of "separate but equal" accommodations was rarely fulfilled in practice. Texas Jim Crow laws kept pace with the modernization of transportation. In 1943 the Texas Legislature passed a law calling for racial separation on buses. It required that when boarding, "all White passengers... shall take seats in the forward or front end of the bus, filling the bus from the front end" and "all Negro passengers... shall take seats in the back or rear end of the bus, filling the bus from the back or rear end."⁶⁵ The bus driver had the authority to remove or call a peace officer to remove riders who did not board the bus correctly or sit in the proper section. Violators received a fine of \$5 to \$25.⁶⁶

Early attempts to desegregate bus transportation in the U.S. focused on the ability of Black passengers to sit where they chose and not be relegated to the back of the bus. In July 1944, the sheriff of Middlesex County, Virginia, arrested Irene Morgan after refusing to give up her seat on a Greyhound bus while traveling home from Baltimore, Maryland. The legal staff of the National Association for the Advancement of Colored People (NAACP) took up her case, and rather than challenging the "separate but equal" doctrine, Morgan's lawyers focused on the commerce clause of the U.S. Constitution, which forbids states from interfering with interstate commerce. The Virginia Supreme Court of Appeals ruled against Morgan but in June 1946, the U.S. Supreme Court ruled in her favor, striking down racial segregation on interstate buses as a violation of the interstate commerce clause. This decision struck down all state laws that mandated segregated accommodations in interstate travel, ruling that such laws burdened commercial carriers with establishing different rules depending on which state lines their vehicles crossed. Many bus companies with routes through southern states, however, claimed that racial segregation on their buses was due to their company policies, not state laws, and that private company policies could not be prohibited. In 1960, *Boynton v.*

⁶⁴ Ibid; Margaret Walsh, "The Bus Industry in the United States," EH.Net Encyclopedia, edited by Robert Whaples, January 27, 2003. URL <http://eh.net/encyclopedia/the-bus-industry-in-the-united-states/>. Accessed January 25, 2021.

⁶⁵ "An Act Regulating the Separation and Seating of White and Negro Passengers on Motor Busses Operating for Hire," Texas House Bill 632 (1943). https://lrl.texas.gov/LASDOCS/48R/HB632/HB632_48R.pdf#page=10

⁶⁶ "Drivers Given Discretion in Segregation of Races on Buses," *Austin American*, October 21, 1943. Under the law, the bus operator was required to keep passengers segregated, but did not require definite space allotments, leaving it to the discretion of the driver.

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Virginia expanded the *Morgan* decision, outlawing segregated waiting rooms, lunch counters, and restroom facilities for interstate passengers. Both rulings, however, were ignored in the deep south.

Beginning in 1960, civil rights activists challenged many businesses on their segregation policies. For the bus companies, this included their station facilities, such as restaurants. A series of sit-ins took place at lunch counters and restaurants across the south including at national chain stores, and bus stations and their restaurants, including those at Trailways stations.⁶⁷ Several sit-ins occurred at Trailways stations during the Freedom Rides of the 1960s.⁶⁸ The Trailways Company was involved in a case that led to a Supreme Court decision. The case originated in Virginia when an African American student at Howard University wanted to be served in a restaurant at a bus station while traveling from Washington, D.C. to Selma, Alabama in 1958. Thurgood Marshall, a lawyer for the NAACP and later a Supreme Court Justice, argued the case.⁶⁹ The court ruled that if a restaurant was an “integral part” of a bus station, it must be desegregated. The case was brought under the Interstate Commerce law which requires non-discriminatory service and ruled racial discrimination in facilities that are part of a station is a violation of that law.⁷⁰ The Trailways Company noted that the firm that operated dining facilities in bus terminals, Bus Terminal Restaurants, Inc., had reversed its policy of segregation.⁷¹ Publicized lunch counter sit-ins did not occur in Tyler, but did take place in cities as close as Dallas and Marshall, and were reported in the local newspaper. There is no record of how or when racial integration finally took effect in the Tyler depot.

Criterion C: Architecture

The 1932/1946 Campbell Building/Union Bus Station is eligible under Criterion C: Architecture as an example of Art Deco commercial architecture and Moderne commercial architecture (due to the 1946 addition). These styles are not often seen in smaller communities; Tyler’s population was 17,100 when the building was constructed and was being impacted by the discovery of oil in the area. These styles grew out of a reaction to earlier styles and as an attempt to redefine architectural styles for the early 20th century and the post-World War I years. These “Modernistic” styles were popular between 1920 and 1940, although Modern commercial buildings can be seen in some transportation related buildings and commercial buildings in the years after World War II.⁷² The Art Deco and Art Moderne styles were the first to differ from the revivalist styles of the Beaux Arts Movement; in the United States, the new Art Deco style is referenced in 1922 when the Chicago *Tribune* sponsored a competition for their new headquarters. Though the design that prevailed was Gothic Revival, the Art Deco design by Eliel Saarinen, a young Finnish architect, received second place and a great deal of publicity. Many architects noted that it should have received first place.

There are thirteen other Art Deco buildings identified in the Historic and Architectural Resources of Tyler, a Multi-Property National Register Nomination.⁷³ The use of these styles may be tied to the burgeoning oil and gas industry in Tyler and Smith County. The influx of dollars and outside influence from larger cities like oilman H.L. Hunt from Dallas and others may have contributed to the use of these sophisticated styles in a small town like Tyler. These buildings are often described as “restrained” versions of the Art Deco style, often lacking the more pronounced ornamentation or form seen in Art Deco buildings in large cities like Dallas or Fort Worth. Examples such as the Blackstone Hotel (NR1983) and Sinclair Building (NR 1992) in Fort Worth, or the Dallas Power and Light Building (NR2008) and 508 Park (NR 2008) in Dallas offer more exuberant or pronounced versions of the style.

⁶⁷ “Sit In Strikes Prompts 27 Arrests.” Tyler Morning Telegraph, August 2, 1960, p.7.

⁶⁸ “New Riders Make Fresh Assaults.” Tyler Morning Telegraph, May 29, 1961, p. 1.

⁶⁹ “Virginia, NAACP Clash.” Tyler Morning Telegraph, October 13, 1960, p. 18.

⁷⁰ “Court Rules on Negro Service at Restaurant.” Tyler Morning Telegraph, December 6, 1960, p.15.

⁷¹ Ibid.

⁷² Virginia McAlester. *A Field Guide to American Houses*. New York: Alfred A. Knopf, 2017, pp. 580-585.

⁷³ Williams, “Historical and Architectural Resources of Tyler, Texas National Register of Historic Places Registration Form.”

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

The Campbell Building/Union Bus Station is located in the north portion of downtown, within a few blocks of the major core of downtown offices and government buildings. The two-story buff brick building was constructed by local contractor Donald J. Robinson for John L. Campbell. The commercial function of the structure dictates the configuration of the building, yet the ornamentation is Art Deco in nature. Texas Art Stone, a local company, provided cast stone ornamentation for the building, adding a distinctive ornamental zig-zag pattern to the cast stone as well as the Art Deco styling to the pilaster caps and cornice. The 1946 addition for the conversion to the bus station was designed by local Tyler architect George Howard and exhibits the Streamline Moderne features of curved walls, smooth brick surface, flat roof, steel hopper windows, and glass block windows. This style was indicative of the futuristic, streamlined look of airplanes, trains, and buses of the era. The Historic and Architectural Resources of Tyler identified 12 resources that are Moderne in style.

A similar building to the Campbell Building/Union Bus Station known as the Jenkins-Harvey Super Service Station and Garage (NR 2002) was constructed in 1929, three years before the original 1932 Campbell Building construction. The Jenkins-Harvey building is an Art Deco style commercial building designed by local architect James Baugh.⁷⁴ It is a two-part commercial building used as a parking garage and service station. The 1932, pre-renovation Campbell Building, like the Jenkins-Harvey building, is a modest interpretation of the Art Deco style. Both buildings have framed pilasters that define the bays of the building as well as smaller pilasters extending from above the first floor to the cornice, between the windows. The cornice and pilaster caps exhibit a modest Art Deco design; the 1932 Campbell Building has the additional zigzag cast stone band between the first and second floors. Although the buildings are similar, there is no evidence that Baugh was the original architect for the Campbell Building. However, John Campbell was probably familiar with the Jenkins-Harvey building, located downtown only a few blocks from his property.

The Blackstone Building (NR2002) is a more prominent example of Art Deco architecture in Tyler. This handsome building was constructed in 1938 and was designed by Fort Worth architect Preston Geren. The building features a restrained Art Deco design and Classical formalism.⁷⁵ The building exhibits characteristics of the Art Deco style with asymmetrical massing, fluted spandrels, scalloped parapet, and entry detailing.⁷⁶ Another large scale Art Deco building in downtown Tyler, the People's National Bank Building (NR2002), was designed by well-known Houston architect Alfred C. Finn. It was constructed in 1932, the same year as the Campbell Building/Union Station.⁷⁷ Again, the building exhibits a restrained Art Deco style with Classical Revival influences.

The two-part commercial block is the most common composition for commercial buildings constructed from 1850-1950. According to Richard Longstreth in *Buildings of Main Street*, these buildings were typically two to four stories separated into two distinct zones by a horizontal division on the exterior.⁷⁸ In this case, the first and second floor are divided by a decorative zigzag cast stone band. Above the band, the windows are inset between framed pilasters that extend up above the cornice line and are topped with simple curved cast stone caps.

The overall form of the Campbell Building/Union Bus Station is two-part commercial. The large display windows on the first floor are indicative of the use of the first floor as retail space, indicating a more public space. The upper levels

⁷⁴ Diane Williams, "Jenkins-Harvey Super Service Station and Garage, Tyler, Smith County Texas, National Register of Historic Places Registration Form." NRIS 2000646.

⁷⁵ Diane Williams. "The Blackstone Building, Tyler, Smith County, Texas National Register of Historic Places Registration Form." NRIS 2000645.

⁷⁶ Ibid.

⁷⁷ Diane Williams. "The People's National Bank Building, Tyler, Smith County, Texas National Register of Historic Places Registration Form." NRIS 2002000896.

⁷⁸ Richard Longstreth, *Buildings of Main Street*, Oxford, Rowman & Littlefield, 2000, page 24.

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

of two-part commercial blocks usually contained more private spaces, such as offices, apartments, banquet halls, or hotel rooms. In the case of the subject building, the upper floor was used for apartments, and later retail (a beauty salon). The upstairs windows, arranged in a repeating pattern typical of commercial buildings, provide adequate light and ventilation for the five apartments there.

Art Deco more often refers to a style of decoration and was used on jewelry, furniture, handicrafts and buildings. It developed in Europe and by the late 1920s, was being used by American Architects. Art Deco and Art Moderne or Moderne were the first styles to differ from the revivalist styles of the Beaux Arts Movement.⁷⁹ The style takes its name from the Exposition Internationale des Arts Decoratifs et Industriels held in Paris in 1925.⁸⁰ It was a showcase for artistic creativity and modern expression to compliment the new machine age that developed after World War I.⁸¹ Art Deco and Art Moderne are seen as transitional styles. The style is characterized by angular and linear composition with stylized ornamentation. Decorated spandrels are common as is low-relief ornamentation along the parapet or cornice.⁸² Art Deco design often used a boxy massing that was more vertical than horizontal. Skyscrapers in large cities often stepped back at different levels to allow for light and ventilation and to enhance the visual verticality of the building. The style is often seen with geometric ornamentation including chevrons, zig zags, stylized flower and plant motifs, and sunburst patterns. Pilasters and classical columns are also used. In the Southwest and West, ornamentation can also include western motifs adapted from Native Americans and cowboy culture.

Although the form of the original 1932 Campbell Building construction is Commercial style in form, the ornamentation is Art Deco, with the zigzag cast stone pattern band, the pilaster columns and caps, and the cornice band. Additionally, the distinctive brick pattern on the spandrels, above the second floor windows, reflects Art Deco ornamentation. The pilasters that punctuate the elevations create the verticality that is a characteristic of the Art Deco style.

The 1946 addition on the east elevation transforming the building into Union Bus Station displays a distinctive curved buff brick exterior. It was designed by local architect George Howard. The addition designed especially for the building's conversion to a bus station is Art Moderne in style, exhibiting the streamlined facade that curves, with glass block windows and the hopper windows dominating the east elevation. The Moderne style and the two-part configuration adapted to a new function which was the interstate bus station.⁸³ Longstreth also points out that the "island" form became standard, allowing open-air loading at the rear or side of the building with a streamline design to delineate the building's role as a transportation facility.⁸⁴ The addition at the east elevation is the "island", providing an open-air area for passengers and cargo with the upper floor in the streamline design. With the recent removal of the 1980s exterior, the Union Station/Campbell Building can be added to the list of Art Deco-influenced commercial buildings in Tyler.

Conclusion

The Campbell Building/Union Bus Station, initially constructed in 1932 in the midst of the Great Depression, represents the commercial development occurring in downtown Tyler. The building is eligible under Criterion A for both Commerce and Transportation at a local level of significance as an example of commercial growth during the Depression, and, later, with conversion to a bus station, as an example of the post-war expansion of inter-state buses

⁷⁹ John Poppliers and S. Allen Chambers. *What Style Is It?* New Jersey: John Wiley and Sons, Inc., 2003, pp. 120-126.

⁸⁰ John Blumenson. *Identifying American Architecture*. New York: W.W. Norton and Company, Inc., 1983, pp.76-77.

⁸¹ Ibid.

⁸² Ibid.

⁸³ Longstreth, p. 51.

⁸⁴ Longstreth, p. 51.

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

companies that served towns and cities across Texas and the United States. Tyler's economic growth during this time was tied to the discovery of oil in Smith County and adjacent counties. Other buildings were constructed during 1932, most notably, the People's National Bank (NR 2002) as well as the Women's Club Building (NR 2002), and the Blackstone Building (NR2002) as a testament to the town's economic well-being during the Depression. John Campbell, owner of the Hotel Tyler and a local dairyman, constructed the subject building with the same feeling of optimism, buoyed by the success of oil discoveries in Smith and Rusk Counties. The then-Campbell Building housed the well-known local grocery, Eisen's French Market, and other local businesses. In 1946, the subject building was modified for its new use as a bus station. The growth and consolidation of bus companies in the immediate years after the war provided an important mode of transportation for many towns and cities that lacked airports or passenger trains. Buses offered an inexpensive and fast means to travel for tourists, factory workers, and families visiting other relatives.

The Campbell Building/Union Bus Station is also eligible under Criterion C: Architecture at a local level of significance as one of only a few small-scale Art Deco style buildings in Tyler. The Art Moderne style was used by the major bus companies for their terminals in cities and towns across the state and country. The 1946 Moderne addition to the building makes it a rather unusual combination of Art Deco and Moderne styles. Considering that the exterior of the building was completely covered in the 1980s, removal of the covering revealed a very intact exterior. The interior of the building on the first floor is somewhat intact, including the open waiting room spaces. The second-floor apartments and other spaces are very intact. Therefore, the building retains a high degree of integrity of location, setting, feeling and association as it is in its original location in downtown Tyler and the use as retail and bus station is still evident; the building design, workmanship and materials can be clearly seen in the exterior with the buff brick, cast stone zig-zag and Art Deco pilaster caps and cornice from Texas Art Stone, window configuration on the addition and the curved exterior wall and the interior configuration on both the first and second floors. The design, workmanship, and materials of the original building constructed in 1932 and the subsequent 1946 addition are evident and express the association and feeling of its use as both a retail building and a bus station.

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

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"Ex-state official dies at 82 - Gerald Mann held key posts in 1930s." January 7, 1990, p.33.

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Campbell Building/Union Bus Station, Tyler, Smith County, Texas

- “How New Union Bus Terminal Will Look.” October 5, 1945, p.13.
- “J.L. Campbell Rites Thursday.” January 1, 1959, p.14.
- “Modern Terminal Plan for Patrons of Bus System.” September 19, 1945, p. 1.
- “Music Scheduled at Bus Station Opening.” August 30, 1946, p.3.
- “New Bus Station Opening Tonight.” August 31, 1946, p.3
- “New Riders Make Fresh Assaults.” May 29, 1961, p. 1.
- “Parisian Beauty Salon.” September 11, 1948, p.4.
- “Rations Lifted; Buses, Taxis Still Going Strong.” August 21, 1945, p.3.
- “Sit In Strikes Prompts 27 Arrests., August 2, 1960, p.7.
- “UCF Tour Set for Today.” July 22, 1964, p. 5.
- “Union Bus Terminal Opening Ceremony Set for Aug. 31”. August 24, 1946, p.2.
- “Veteran Driver to Set Out Monday With Belles and Band.” December 29, 1963, p. 15.
- “Virginia, NAACP Clash.” October 13, 1960, p. 18.

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Map 1: Map of Texas Counties; Smith County indicated in red.



Map 2: Google Maps, accessed November 30, 2022.

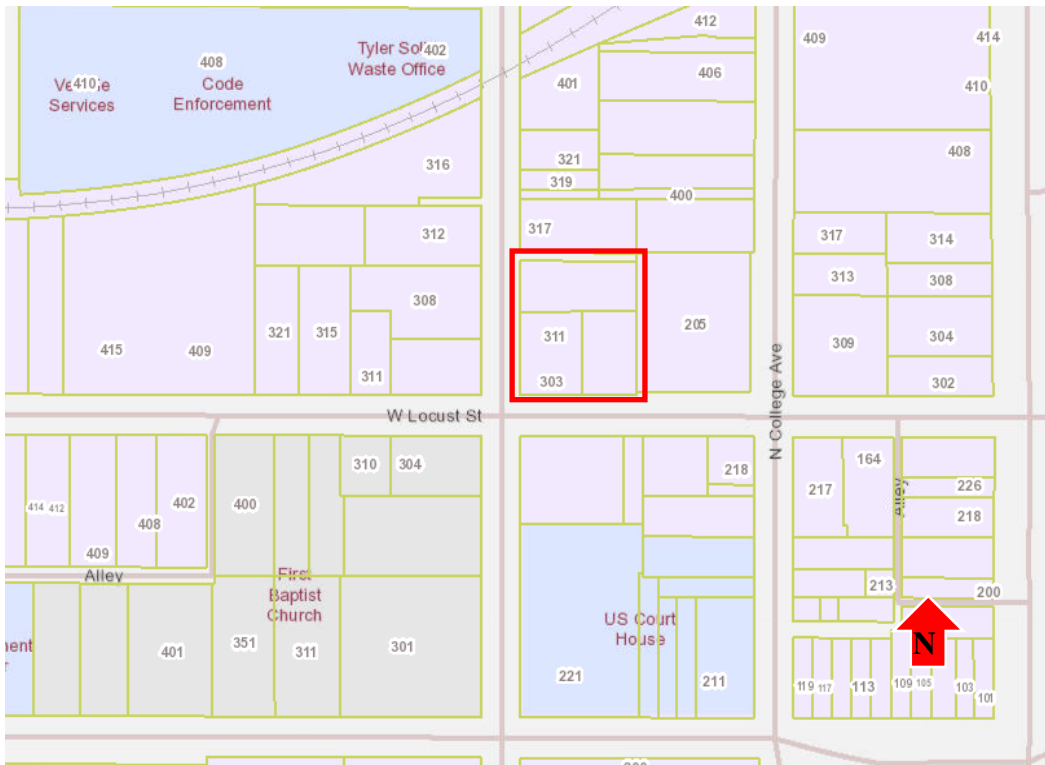


Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Map 3: Campbell Building/Union Bus Station lot outlined in red. Image from Google Maps. Accessed Oct. 18, 2021



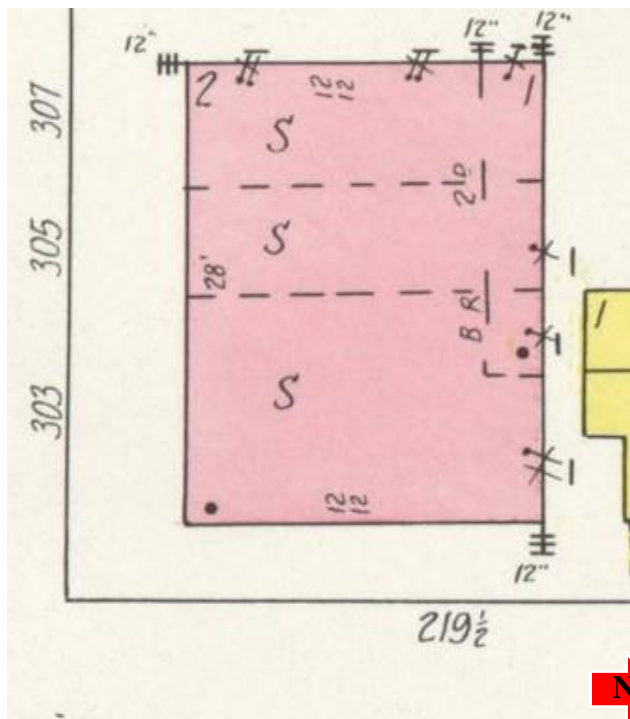
Map 4: Campbell Building/Union Bus Station lot outlined in red.
Smith County CAD Map, Accessed October 28, 2021



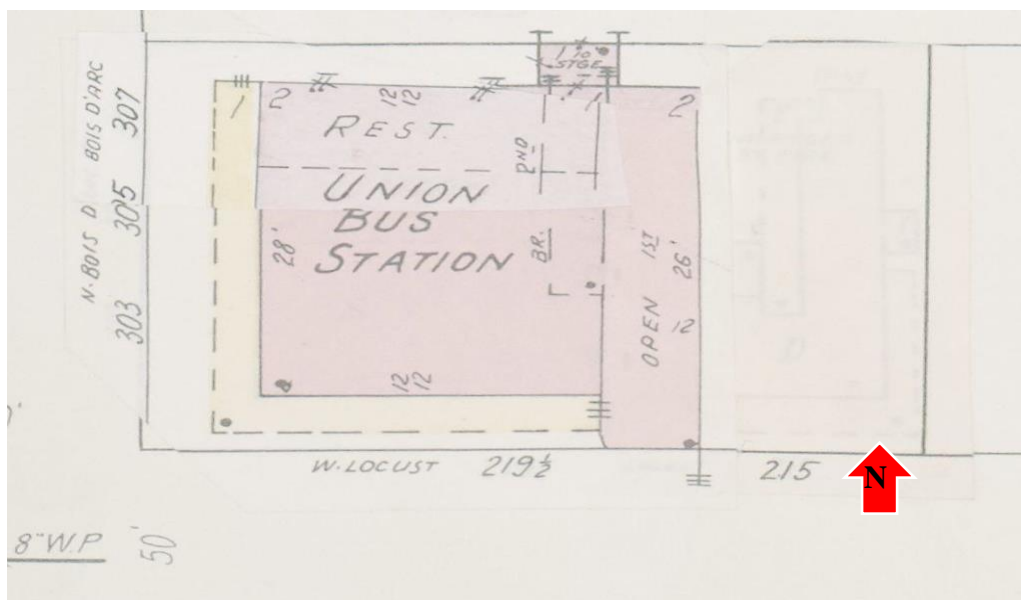
Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Sanborn Fire Insurance Maps

Map 5: Campbell Building before bus station, Sanborn Fire Insurance Map, 1938 p. 7

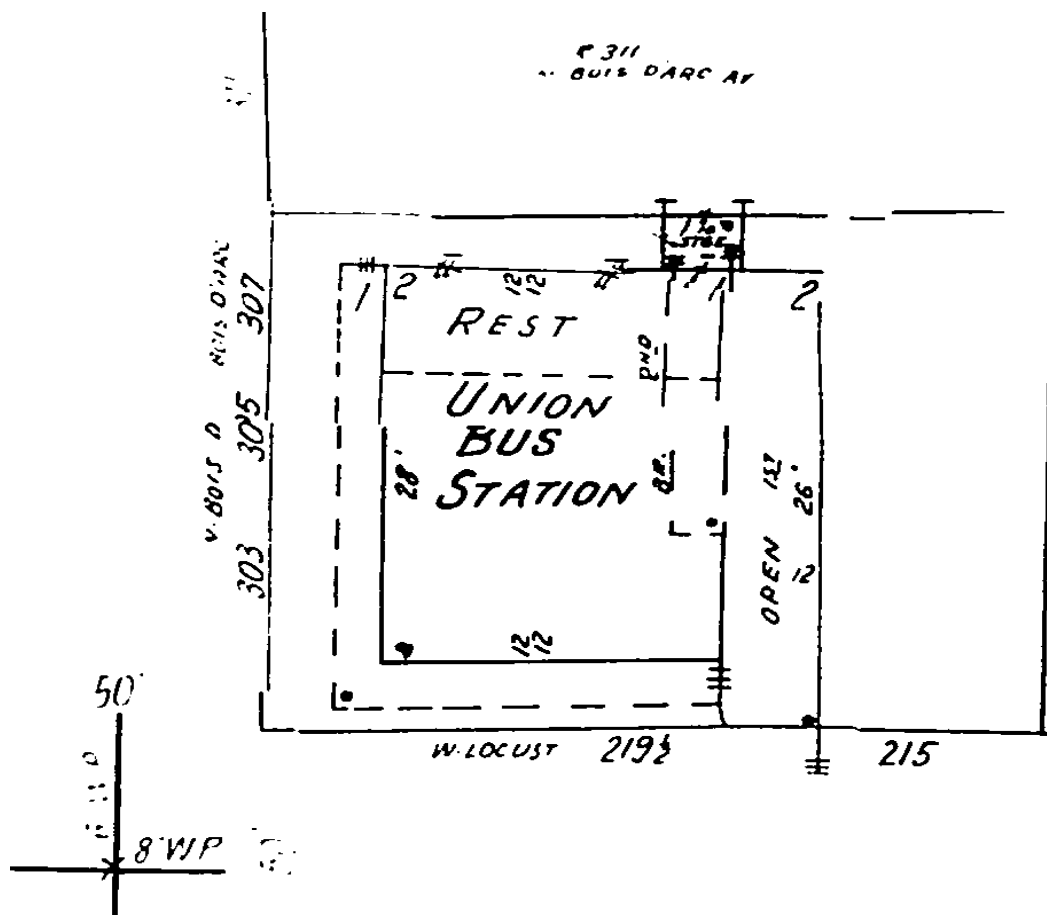


Map 6: Tyler Union Station, converted to bus station 1946, Sanborn 1938-1950 corrected, p. 7



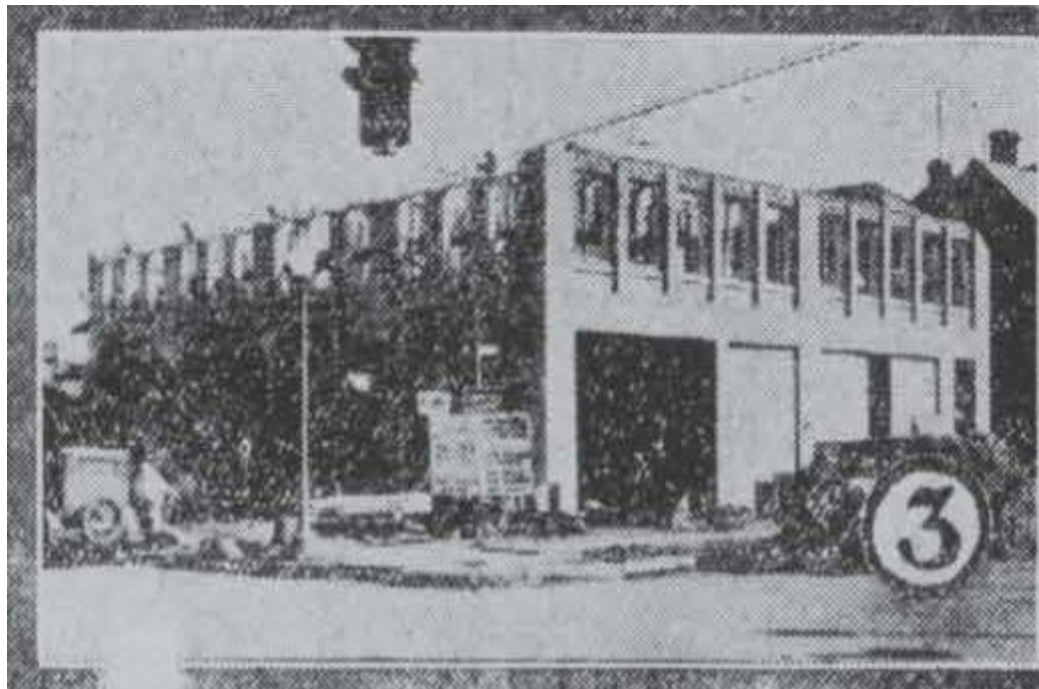
Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Map 7: Tyler Union Station, converted to bus station 1946, Sanborn 1938-1950 corrected, p. 7, black and white version.

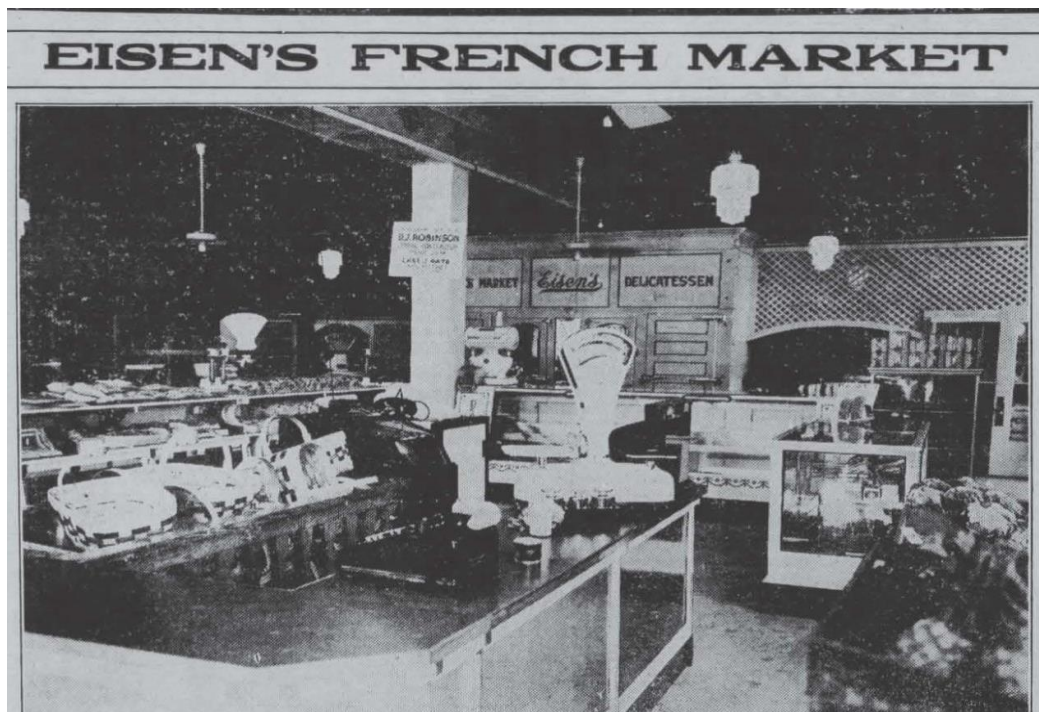


Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Original Campbell Building, Under Construction, Tyler Courier Times, March 13, 1932, p. 22.

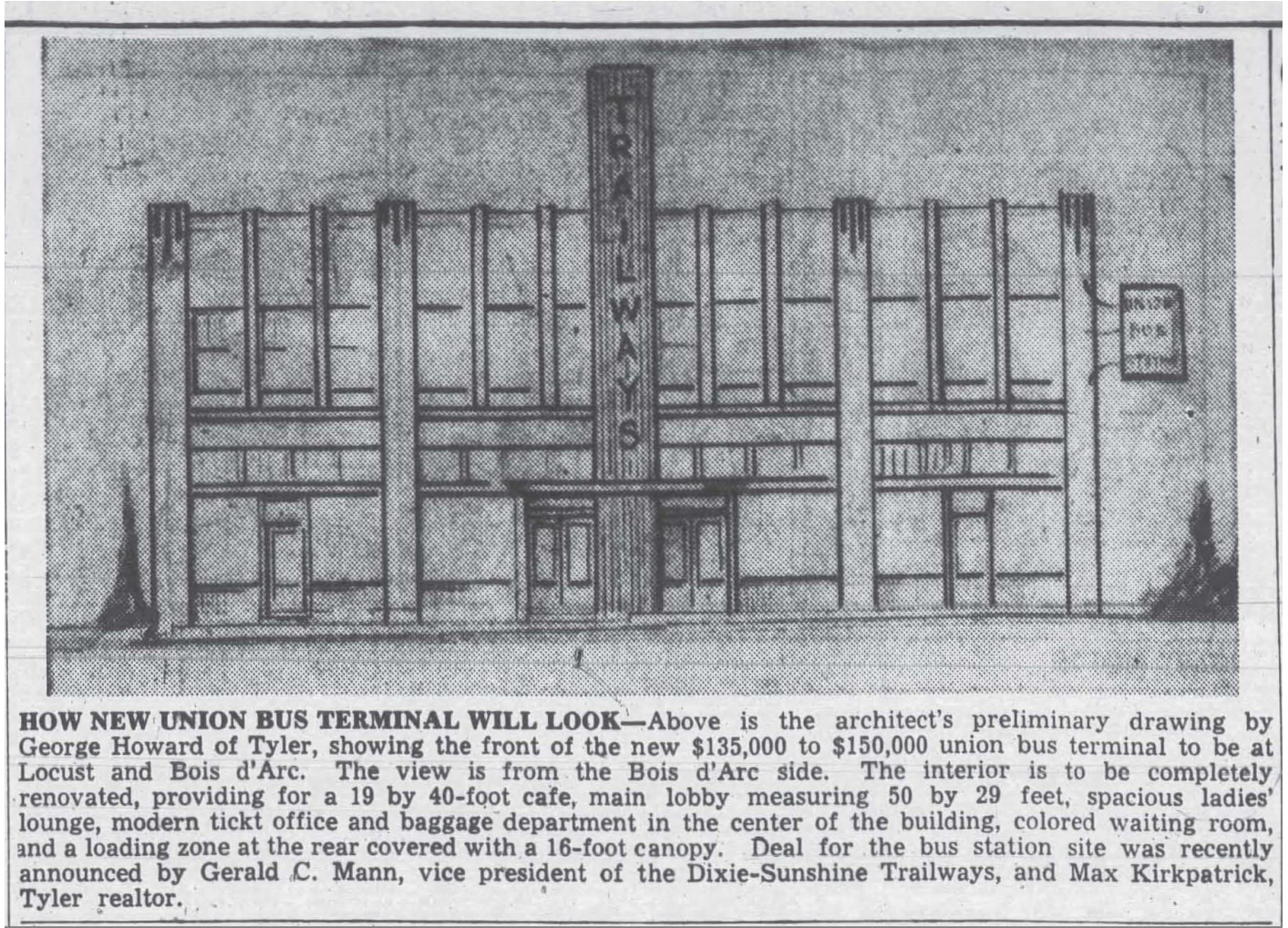


Interior of Eisen's French Market, Tyler Courier Times, June 19, 1932, p.20.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Conversion to Bus Station, Tyler Morning Telegraph October 5, 1945, p. 13.



HOW NEW UNION BUS TERMINAL WILL LOOK—Above is the architect's preliminary drawing by George Howard of Tyler, showing the front of the new \$135,000 to \$150,000 union bus terminal to be at Locust and Bois d'Arc. The view is from the Bois d'Arc side. The interior is to be completely renovated, providing for a 19 by 40-foot cafe, main lobby measuring 50 by 29 feet, spacious ladies' lounge, modern ticket office and baggage department in the center of the building, colored waiting room, and a loading zone at the rear covered with a 16-foot canopy. Deal for the bus station site was recently announced by Gerald C. Mann, vice president of the Dixie-Sunshine Trailways, and Max Kirkpatrick, Tyler realtor.

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Advertisement for Sunshine Trailways: post-war notes the wait for government approval to build buses.
Tyler Morning Telegraph August 13, 1945, p.3.

**"I'll be driving a
Streamliner soon"**



USED THE NEXT TOWN OR ACROSS AMERICA

Yes, and soon YOU'LL be riding in them! Safe, swift, smooth-riding streamliners... luxury buses embracing the best innovations devised by modern automotive engineers.

Dixie Trailways had to wait for Government approval before letting the contracts. But today, the first of the new buses are on the assembly line. And quickly as they are delivered they will be placed in operation.

Henceforward, Dixie Trailways will be in a position to provide the people of the Southwest with a superior brand of transportation service, not possible until now, because of war priorities.

For complete bus travel information call your local Trailways agent.

DIXIE-SUNSHINE
Trailways
ADDRESS AND TELEPHONE OF AGENT

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Tyler Union Station/Trailways ca. 1948. Source: R.L. Falkner Collection, Smith County Historical Society.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Tyler Union Station/Trailways ca. 1948.

Source: R.L. Falkner Collection, Smith County Historical Society.



Tyler Union Station/Trailways ca. 1948.

Source: R.L. Falkner Collection, Smith County Historical Society.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Facing northwest corner of the lobby, with exits to Bois d'Arc Street. No date.
Source: R.L. Falkner Collection, Smith County Historical Society.



Dining area, facing northwest. No date.
Source: R.L. Falkner Collection, Smith County Historical Society.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Tyler Union Bus Station prior to removal of slipcover, south and west elevations. October 2019.



West elevation, October 2019



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Bus bay and canopy, facing southeast. October 2019.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Current Photos paired with Historic Images from the R.L. Falkner Collection (Smith County Historical Society)

Facing the northwest corner. The dining area is partly visible against the far north wall.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Facing the southwest corner. Marked white restrooms are on either side of the phone booths on the left.



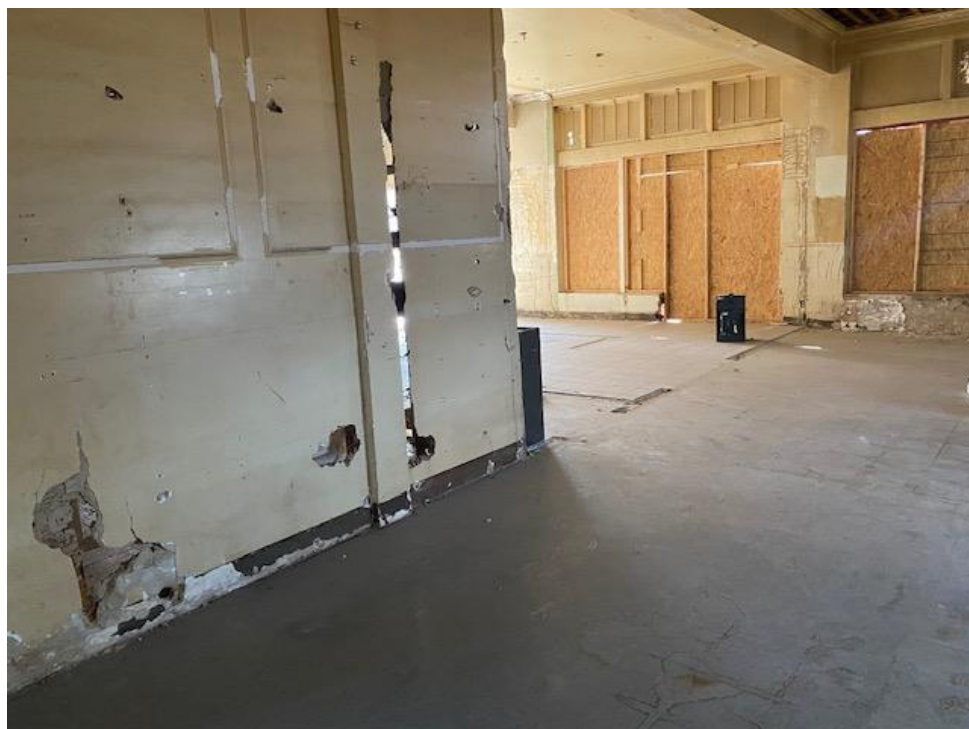
Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Facing east, towards the exit to the bus canopy. The African American waiting room was behind the ticket counter, accessed through a doorway to the left of the exit doors. "White Ladies" restroom signage is above door at far right.

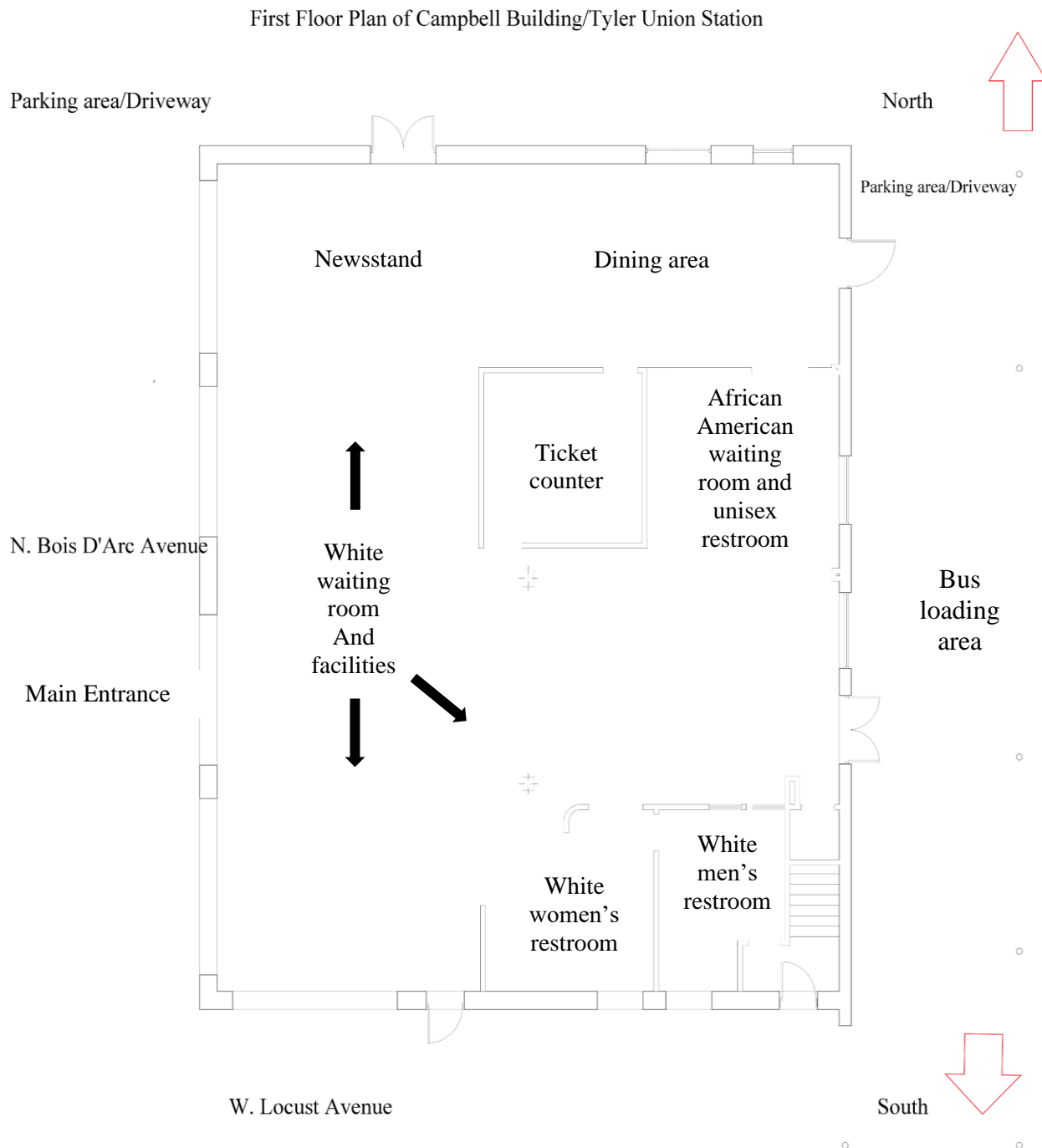


Campbell Building/Union Bus Station, Tyler, Smith County, Texas

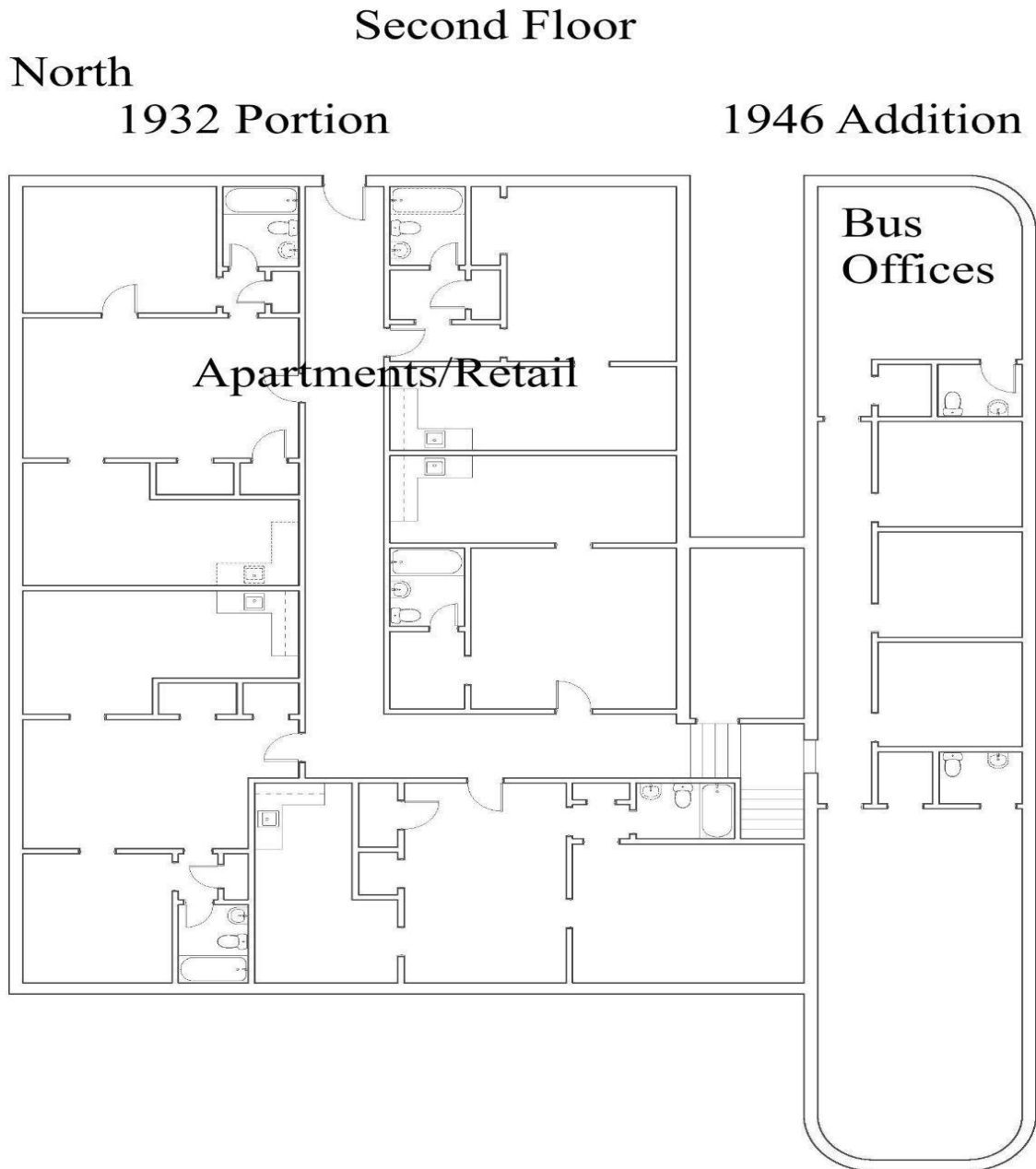
Restaurant dining area, facing southwest. Cashier station at west wall.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas



Campbell Building/Union Bus Station, Tyler, Smith County, Texas



1/8" = 1'-0"; Trailways Station, 2nd Floor

Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Examples of Extant Art Deco and Moderne Buildings in Tyler

Art Deco: Jenkins-Harvey Super Service Station and Garage (NRHP)



Blackstone Building (NRHP)



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Art Moderne: 402 W. Front Street



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photographs

Photo 1: West Elevation, View Northeast. November 30, 2022.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photo 2: Oblique, West and South Elevations, View Northeast. November 30, 2022.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photo 3: South Elevation, View Northwest. November 30, 2022.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photo 4: East Elevation, View Northwest. November 30, 2022.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photo 5: North Elevation, View Southwest. January 20, 2021.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photo 6: South Elevation, Second Floor Masonry and Window Detail, View Northwest. November 30, 2022.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photo 7: East Elevation, Second Floor Window Detail, View Northwest. November 30, 2022.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photo 8: First Floor, Southeast Entrance Transom Detail, View South. January 20, 2021.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photo 9: First Floor, Northeast Entrance Detail, View North. January 20, 2021.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photo 10: First Floor Interior, View Northeast. January 20, 2021.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photo 11: First Floor Interior, View Southwest. January 20, 2021.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photo 12: First Floor Interior, View Southwest. January 20, 2021.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photo 13: Stair to Second Floor, View North. November 30, 2022.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photo 14: Second Floor Corridor, View West. January 20, 2021.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photo 15: Second Floor Office of Bus Station, View Northeast. January 20, 2021.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photo 15A: Second Floor Office of Bus Station, View Southeast. January 2022.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photo 16: Second Floor Typical Room (southwest corner apartment), November 2022 (Andy Bergfeld).



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photo 17: African American Waiting Room and Restroom, facing north. The tiled floor in front of the wall opening is the bathroom floor.



Campbell Building/Union Bus Station, Tyler, Smith County, Texas

Photo 18: African American restroom floor, facing west.



- end -