

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

1. Name of Property

Historic Name: Indiana Avenue Historic District
Other name/site number: NA
Name of related multiple property listing: NA

2. Location

Street & number: 900-1008 Indiana 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Not for publication: ☐ Vicinity: ☐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 ☒ local)

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


Signature of certifying official / Title State Historic Preservation Officer Date 12/13/22
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

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

5. Classification

Ownership of Property: Private

Category of Property: District

Number of Resources within Property

Contributing	Noncontributing	
12	0	buildings
0	0	sites
0	0	structures
0	0	objects
12	0	total

Contributing resources previously listed: 1 (Bailey-Moline-Filgo Building, 2020); not counted in table above.

6. Function or Use

Historic Functions: Commerce/Trade: specialty store, department store, professional, office
Recreation and Culture, theater
Domestic: Hotel

Current Functions: Commerce/Trade: specialty store, office, financial, professional
Recreation and Culture: theater
Domestic: Hotel/Apartment

7. Description

Architectural Classification: Other: one part commercial block; two-part commercial block
Early-Mid- 20th Century American Movements, Commercial
Modern Movement, Moderne

Principal Exterior Materials: Brick, Stucco, Ceramic Tile

Narrative Description (see continuation sheets 7 through 18)

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

8. Statement of Significance

Applicable National Register Criteria: A, C

Criteria Considerations: NA

Areas of Significance: Commerce; Architecture

Period of Significance: 1908-1973

Significant Dates: 1908, 1921, 1925, 1939, 1960

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

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

Architect/Builder: Sanguinet, Staats, Hedrick and Pate; Voelcker and Dixon; Burke, Kober and Nicolais

Narrative Statement of Significance (see continuation sheets 19-37)

9. Major Bibliographic References

Bibliography (see continuation sheet 38-41)

Previous documentation on file (NPS):

- ☒ preliminary determination of individual listing (36 CFR 67) has been requested. (Wichita Theater, approved July 14, 2020)
- ☐ 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

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

10. Geographical Data

Acreage of Property: 4.42. acres

Datum if other than WGS84: NA

1. 33.911217° -98.490643°
2. 33.911863° -98.489512°
3. 33.910961° -98.488783°
4. 33.910611° -98.489445°
5. 33.910195° -98.489102°
6. 33.909924° -98.489567°

Verbal Boundary Description: The legal boundary description is: All of Lots 8 through 14 of Block 182 Original Town; all of lots 1 through 7 of Block 183 Original Town; and Lot 1-A of Block 194 Original Town and shown on Wichita County Appraisal District Maps
<https://propaccess.wadtx.com/mapSearch/?cid=1&p=159425>, accessed 7/21/2021.

Boundary Justification: The district includes all the historic properties associated with the 900-1000 block of Indiana Avenue contained herein for the historic district. The boundaries of the district in the greater downtown were chosen because this area is a particularly intact collection of buildings that span the period 1908-1960 that display commercial architectural styles of these periods. The district is surrounded by several surface parking lots, vacant lots, non-historic and altered historic buildings.

11. Form Prepared By

Name/title: Kate Singleton, MPA; Charlotte Adams MA
Organization: Post Oak Preservation Solutions
Street & number: 112 E. Pecan St., Suite 2810
City or Town: San Antonio State: TX Zip Code: 78205
Email: Kate@post oakpreservation.com
Telephone: 214.543.8565
Date: 8/20/2021

Additional Documentation

Maps (see continuation sheets 42-46)

Additional items (see continuation sheets 47-55)

Photographs (see continuation sheets 56-82)

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.

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photograph Log

Name of Property: Indiana Avenue Historic District

City, County, State: Wichita Falls, Wichita County, Texas

Photographer: Ellis Mumford-Russell

Date Photographed: May 2021

All photographs accurately represent the appearance of the district at the time of submission.

Photo 1

Perkins-Snider/ Radio Building at 901-907 Indiana Ave, Oblique showing Northwest and Southwest (Primary) Elevations. View east.

Photo 2

Perkins-Snider/ Radio Building at 901-907 Indiana Ave, Southwest (Primary) Elevation. View northeast.

Photo 3

Perkins-Snider/ Radio Building at 901-907 Indiana Ave. Northeast Elevation. View southwest.

Photo 4

909-913 Indiana Avenue, Southwest (Primary) Elevation. View northeast.

Photo 5

McConnell Bros. Building 915 Indiana Avenue, Southwest (Primary) Elevation. View northeast.

Photo 6

Wichita Theater at 921 Indiana Avenue, Southwest (Primary) Elevation. View northeast.

Photo 7

Wichita Theater at 921 Indiana Avenue, Oblique Showing Southwest (Primary) and Southeast Elevations. View north.

Photo 8

Marcus Brothers/ Parisian Building at 927 Indiana Avenue, Southwest (Primary) Elevation. View southeast.

Photo 9

Marcus Brothers/ Parisian Building at 927 Indiana Avenue, Oblique showing Southwest (Primary) and Southeast Elevations. View north.

Photo 10

Marcus Brothers/ Parisian Building at 927 Indiana Avenue, Oblique showing Southeast and Northeast (Rear) Elevations. View east.

Photo 11

Perkins-Timberlake Building at 900-906 Indiana Avenue, Northeast (Primary) Elevation. View southeast.

Photo 12

Perkins-Timberlake Building at 900-906 Indiana Avenue, Northwest Elevation. View southwest.

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 13

Perkins-Timberlake Building at 900-906 Indiana Avenue, Oblique showing Northwest and Southwest (Rear) Elevations. View southeast.

Photo 14

Olympia Theater/ Olympia Fruit Building at 908-912 Indiana Avenue, Northeast Elevation. View southwest.

Photo 15

Kimberlin Shop/ W.T. Grant Building at 914 Indiana Avenue, Northeast Elevation. View southwest.

Photo 16

Empty lot at 916-918 Indiana, view southwest.

Photo 17

Commercial building at 920-922 Indiana Avenue, Northeast Elevation. View southwest.

Photo 18

American Hotel at 924-926 Indiana Avenue, Northeast Elevation. View southwest.

Photo 19

American Hotel at 924-926 Indiana Avenue (right) and American Hotel Addition (left) at 704-710 10th Street, East Corner. View northwest.

Photo 20

Bailey-Moline/ Filgo Building at 1000-1008 Indiana Avenue, Northeast (Primary) Elevation. View southwest.

Photo 21

Filgo Building at 711 10th Street, Oblique Showing Northwest (Primary) and Southwest Elevations. View southeast.

Photo 22

900 Block Indiana Ave from Northwest End, shows northeast side of block. View southeast.

Photo 23

900 Block Indiana Ave from Southeast End, shows northeast side of block. View northwest.

Photo 24

900 Block Indiana Ave from Southeast End, shows southwest side of block. View northwest.

Photo 25

1000 Block Indiana Ave from Southeast End, shows southwest side of block. View southeast.

Photo 26

700 Block 10th Street from Southwest End, showing southeast side of block. View northeast.

Photo 27

700 Block 10th Street from Southwest End, showing northwest side of block. View northeast.

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Narrative Description

The Indiana Avenue Historic District is a cohesive collection of commercial buildings from 1908 to 1960 in downtown Wichita Falls. The block is situated in downtown Wichita Falls, adjacent to the Depot Square Historic District (NRHP 2004) and on the eastern portion of the downtown area. The core or main area of downtown is located one block to the west of the proposed district. The buildings are primarily examples of two-part commercial blocks, representing the evolution of architectural styles from the early twentieth century to the mid-twentieth century. All of the buildings are masonry; the majority are brick or brick veneer with some that have concrete or glazed tile front elevations. The earliest building is the Wichita Theater, originally constructed in 1908; the theater underwent a major renovation at the hands of the Interstate Amusement Company, in 1938 resulting in its current Streamlined Art Moderne appearance. The majority of the buildings were constructed during the 1920s; the last major alteration was the 1959-1960 renovation of the Perkins-Timberlake Building, a retail building originally constructed in 1920. The buildings display the two-part commercial block form with modest embellishment. The largest building is the Perkins-Snyder/Radio Building, constructed in 1925, and designed by noted architects Sanguinet, Statts, Hedrick and Pate. This collection of buildings is unique in the downtown, representing the changes in architectural styles as noted in the Streamline Moderne Theater, the Classical Revival Commercial Perkins-Snyder/Radio Building, and the Modern Movement Perkins-Timberlake Building. This proposed district also expresses the commercial expansion of the downtown as an area that was mainly residential and, in the growth period of the 1920s, quickly became commercial. The alterations that have occurred have not impacted the district's integrity; some of them have taken place within the period of significance (1908-1973). The alterations are mainly to the first floor retail with aluminum storefronts replacing the original. It should be noted that the first floor configuration on these buildings remains much like the original, only the materials have changed. Some buildings have upper story window replacements on the front elevations; however, many exhibit original windows on the side and rear elevations. Many of these changes to the storefronts may have occurred in the 1950s and 1960s to modernize the buildings, keeping them competitive with new shopping areas being constructed outside of downtown. The boundaries of the district in the greater downtown were chosen because this area is a particularly intact collection of buildings that span from 1908-1960 displaying commercial architectural styles of these periods. Additionally, the boundaries were chosen because the district is a cohesive block surrounded by several surface parking lots, vacant lots, and newer and altered buildings. North, across 9th Street, are several vacant lots and surface parking areas; to the east and west, behind the properties, are also vacant lots and surface parking. To the south, newer buildings included the City of Wichita Falls Recreation Department and altered structures.

The street grid in Wichita Falls is rotated approximately 45 degrees; as such, the streets run northwest-southeast and southwest-northeast. The proposed district of the 900 block of Indiana Avenue consists of the block faces on either side of Indiana Avenue between 9th and 10th Street and 1000-1008 Indiana Avenue Filgo/Bailey-Moline Building (NRHP 2020), across 10th Street. Indiana Avenue is a major artery in downtown Wichita Falls, and the proposed district is centrally located. The surrounding area contains two and three story commercial buildings, and multi-story office buildings and hotels, constructed in the early to mid-twentieth century, around the same time as the subject buildings. The proposed district is located about two blocks southwest of the Depot Square Historic District (NRHP 2004).

The buildings are situated on the block with sidewalks of concrete and pavers, street lights and street trees. The buildings extend from lot line to lot line in the front and side elevations; the rear elevations of the buildings face onto alleys which are a service area and include trash dumpsters, utility poles and fire escapes.

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

A Note Regarding Street Addresses

Building ID numbers have been assigned to each building due to frequent changes to street address throughout (and beyond) the period of significance, reflected in variations city directories and Sanborn maps. The buildings have been subdivided for retail spaces over the years, and the Wichita Central Appraisal District County (CAD), and city records (including 911 emergency) may have slightly different addresses.

Building ID #	Street Address	CAD Address	Name
1	901 Indiana Ave.	901 Indiana Ave.	Perkins-Snider/Radio Building
2	909-913 Indiana Ave.	911 Indiana Ave.	
3	915-919 Indiana Ave.	915 Indiana Ave.	McConnell Brothers
4	921 Indiana Ave.	925 Indiana Ave.	Wichita Theater
5	927 Indiana Ave.	927 Indiana Ave.	Marcus Brothers/Parisian
6	900-906 Indiana Ave.	900 Indiana Ave.	Perkins-Timberlake Building
7	908-912 Indiana	908 Indiana Ave.	Olympia Theater/Olympia Fruit
8	914-916 Indiana Ave.	914 Indiana Ave.	Kimberlin Shop/W.T. Grant
9	916-918 Indiana Ave.	918 Indiana Ave.	VACANT LOT
10	920-922 Indiana Ave.	922 Indiana Ave.	
11	924-926 Indiana Ave.	700 Indiana Ave.	American Hotel
12	700-706 10th Street	700 Indiana Ave.	Addition to the American Hotel
13	1000-1008 Indiana Ave.	1000 Indiana Ave.	Filgo/Bailey-Moline Building
14	711 10th Street	1000 Indiana Ave.	Filgo Building

Property 1

901-907 Indiana Avenue: Perkins-Snider/ Radio Building

The Perkins-Snider/Radio Building, originally constructed in 1925, was designed by noted architects Sanguinet, Statts, Hedrick and Pate. The building is a three-part vertical block with simple Classical Revival detailing. The six story buff brick building is located at the intersection of Indiana Avenue and 9th Street. The main six story portion of the building is L-shaped; a one story wing extends east along 9th Street. The area behind the main building, on the east elevation of the building, has a one story brick infill that extends to the alley. The roof is flat with an elevator tower and HVAC equipment. The main (west) elevation and entrance are on Indiana Avenue with a secondary (north) entrance on 9th Street. The first floor of the building on the main elevation has the main entrance flanked by two large window bays; the secondary elevation on 9th Street has the same configuration as the main elevation with a center door and flanked by two large display windows on either side. The one story portion has two large display windows. The entrances have simple cast stone surrounds with unenriched cornice entablature above the doors which are recessed from the main plane of the building. A simple brick soldier course enframes the window openings. A cast stone string course visually divides the first floor from the upper stories. A repeating window pattern on the upper stories has a single window at each corner and paired windows between. A decorative cast stone console or scroll is above the single windows on the second floor. Brick pilasters extend to the fifth floor on the main and secondary elevations; they are capped with a decorative cast stone capital. A brick soldier course enframes the paired windows on floors two through five at both the main (west) and secondary (north) elevations. All the windows have cast stone sills and brick soldier course lintels. A cast stone string course divides the fifth and sixth floors on the main and secondary elevations. A rectangular decorative brick pattern is between the windows. A soldier course and smaller cast stone string course is above the windows. A decorative cornice is

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

at the roofline. The one story extension has similar ornamentation. A soldier course enframes the windows and there is a simple cast stone string course serving as a cornice that is the extension of the string course between the first and second floors of the main building.

The rear (east) elevation and the south elevation of the building are faced with red common brick. Flat arched windows punctuate the rear elevations in a repeating pattern. Simple stone sills and flat arched soldier course lintels accent the windows for these elevations. A series of smaller flat arched windows punctuate the one story extension on the east elevation. Two entrances are at this elevation, a larger recessed double door under a flat arched opening and a single door with a flat arched lintel. A series of drainage scuppers dot this elevation. A blank wall without windows forms the south elevation of the extension.

The size and configuration of the first floor windows and entrances at the primary elevations remains unchanged, however the windows and transoms have been replaced with aluminum frame windows. The upper floor windows had been one over one wood windows and these have been replaced with fixed pane aluminum frame windows, although the size and configuration of the window pattern remain. These changes minimally impact the overall integrity of the building.

Property 2
909-913 Indiana Avenue

The building was designed by the local architectural firm Voelcker and Dixon and constructed in 1927 for retail and commercial use by J.J. Perkins and C.W. Snider. It is a two story buff brick commercial retail building with simple detailing that characterizes the two-part commercial block. Bays punctuate the first floor of the main (west) elevation. A recessed entrance door and display windows with transoms make up each bay. One of the bays has an angled entrance and display windows. The other bays have recessed entrances, with the entrance door set back and display windows extending into this space. Transom windows are beneath the fabric awnings; however, they are covered over with metal. A single wood and glass door, providing access to the second floor, is located at the south end of the west elevation. Decorative brickwork enframes each bay on the first floor. A cast stone string course divides the first and second floors. Three bays of windows with three windows, four windows then three windows are separated by a single window with a scroll motif above it. A decorative brick soldier course outlines the windows and window bays. A stepped cast stone parapet tops the building with decorative scroll ornamentation at the step and a centered cast stone medallion. The rear (east elevation) is red common brick. Four double loading doors punctuate the first floor of the east elevation. Windows of varying sizes are located between the doors. Clay tiles line the parapet and the roof is flat. The upper story of the rear elevation does not extend to the exterior rear wall of the first floor; the upper floor wall is parallel to the south elevation wall of the adjacent building 901-907 Indiana Avenue. Windows are evenly spaced across this elevation and have simple cast stone sills like the first floor windows. This roof is also flat and has HVAC equipment on it. The second floor original windows have been replaced with aluminum frame windows although the size and placement are original. The first floor retail windows and doors have been altered but the openings are original. The aluminum storefront may have been added in the 1960s in an effort to modernize the building.

Property 3
915 Indiana Avenue: McConnell Bros. Building

The building located at 915 Indiana Avenue is a two story building with a mezzanine level and a small basement, originally constructed in 1927. The two-part block structure is a commercial style building with decorative brickwork, cast concrete signage with "1927 McConnell Bros Building" etched, and a shaped parapet. The building's primary elevation is clad in buff brick and contains three bays. It faces southwest toward Indiana Avenue. The first story and mezzanine level of the building are clad in stucco and contain two levels of storefront display windows, divided by a concrete band delineating the first floor and mezzanine level. A row of original transoms tops the upper display windows, though the storefront system

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

and display windows themselves have been replaced with aluminum. At the second floor, each bay contains three windows: a centered wide single-light fixed window flanked by two wood double-hung windows. Decorative brick panels top the second floor windows. Two entrances, both filled with paired non-historic fully glazed aluminum doors, are off center within the storefront system. A non-historic metal and vinyl cantilevered canopy suspended by metal tie rods tops the entrances. These function as the primary entrances into the Wichita Theater Performing Art Center.

It shares a partial party wall with the neighboring building to the northwest, but extends further to the rear (northeast) than its northwest neighbor. The visible portion of the northwest elevation is red brick fenestrated by original multi-light steel frame windows at the second story. Faded painted signage remains at the bottom of this elevation near the north corner. The rear elevation faces northeast into a parking lot. This elevation is red brick with regular fenestration at all floors; windows are the same original multilight steel as those on the northwest elevation. The first floor features a centered entrance with a non-historic slab door and an off center opening filled by a non-historic overhead door. There is a raised elevator penthouse at the north corner of the building.

The southeast elevation has been partially demolished to combine the building with the neighboring historic Wichita Theater. The alley that once lined the building's southeast elevation has been enclosed with a metal hyphen topped by a shed roof. The southeast wall is extant but is not visible from the exterior. It retains red brick and shows evidence of infilled windows. The building has been altered over time, most notably through the partial demolition of its southeast perimeter wall and the enclosure of the southeast alley connecting the building to the neighboring Wichita Theater c.1980, to form the combined building which houses Wichita Theater Performing Art Center. Other exterior alterations include the replacement of storefront display windows and some upper floor windows with aluminum, though transoms and remaining upper floor windows are original. Stucco surrounding the storefront was also added. The building still maintains its significance despite these minor alterations.

Property 4

921 Indiana Avenue: Wichita Theater (THC Subject Marker 5805)

The historic Wichita Theater is a three story brick building with a sunken floor at the rear. The building is an intact example of Streamlined Art Moderne architecture. The primary elevation, which faces southwest toward Indiana Avenue, is visually divided by a canopy into the ground floor and the two upper floors. The upper floors are clad in white stucco with detailing in different shades of red including a centered bullseye design and borders dividing the elevation into three sections. A large neon blade sign extending from the elevation wall, centered in the bullseye ornament, reads "WICHITA" on both sides.

The first floor is clad in tan enameled metal panels with red base trim and features display cases advertising performances. The center of the first floor exterior is recessed and contains two entrances flanking the rounded central ticket booth, also clad in enameled metal. Each entrance contains two pairs of historic paired fully-glazed doors with non-historic tinted glass. These historically served as the primary entrances into the theater vestibule.

A rectangular metal canopy with rounded corners and lined with horizontal stripes, cantilevers over the primary entrance and threshold, suspended by metal tie rods. Recessed lights in the canopy illuminate the threshold and entrances. A triangular cantilevered marquee sign with rounded corners is attached to the bottom of the canopy, extending from the primary elevation wall over the threshold. The marquee signage features historic lettering and globe lights underneath. The threshold extends from the entrance of the historic theater all the way to Indiana Avenue with historic terrazzo tile that is tan with a red swirled pattern matching the facade.

The northwest, northeast, and southwest elevations retain exposed brick. The enclosed alleyway between the theater and McConnell Brothers Building abuts the northwest elevation. A narrow alley separates the southeast theater elevation wall from the northeast wall of 927 Indiana Avenue, with the two buildings sharing a party wall at the rear. Infilled window

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

openings topped by jack arches are evident on the first floor. The upper floors of the southeast elevation wall are visible from 10th Street over the roof of 915 Indiana Avenue. The fire escape for the theater is located on this elevation.

The rear elevation faces northeast to an unnamed alley and parking lot beyond. It is unfenestrated and has three entrances at the first floor filled with non-historic slab doors. There is a historic paneled metal door on the northwest side of the elevation at the third floor, adjacent to a large vent. There is no exterior access to this door.

Originally a 1908 brick Classical Revival building with extensive masonry ornament including a heavy triangular pediment and stone columns, the theater was drastically altered in the 1938 renovation. This renovation "modernized" the exterior and interior. Exterior stucco, signage, canopy, marquee, terrazzo threshold and shaped designs were added, and the historic pediment and columns removed. On the interior, the overall pre-1938 configuration is extant, but the renovation altered finishes. The existing terrazzo vestibule floors, wall and ceiling designs in the auditorium, and wood doors leading from the first floor vestibule to the lobby were introduced in the Art Moderne renovations.

No major alterations have been made since the 1938 Moderne renovation, save for the partial demolition of the northwest wall and enclosure of the alley to connect the theater with 915 Indiana Avenue. The building has served as an opera house, a theater for live performances, and a movie theater; as such interior elements have been added and removed. Throughout the building's lifetime, the building's flyhouse and gantry system were removed, a film projection booth was constructed, and the stage configuration was altered many times. Despite these alterations, the building maintains its integrity.

Property 5

927 Indiana Avenue: Marcus Brothers/ Parisian Building

The building at 927 Indiana Avenue is a narrow but deep two story painted brick building clad in stucco at its second story. It was originally constructed in 1925 as a one story brick building and was divided into one large retail store at the front (southwest) and three succeeding stores each to the rear (northeast) of the other. The far rear space was used to store back of house functions for the neighboring theater. By 1950, the front three stores had combined into one larger retail space, with one separate store remaining at the rear. It is unclear when the rear space ceased functioning as part of the theater. In 1955, a department store called The Parisian made alterations to the entire building to accommodate their spatial needs and to aesthetically align with their brand. The alterations saw the addition of a second story to the building, a mansard roof with two faux-dormers, and a French inspired, New Orleans-esque wrought iron lace balcony on the primary (southwest) elevation.

The building's primary elevation faces southwest to Indiana Avenue. The first floor is painted gray brick, and features a centered cast iron storefront, painted green. Two display windows and a centered entrance, retaining an historic partially glazed wood door, comprise the storefront system. The second floor addition is clad in gray stucco and features a cantilevered balcony centered over the storefront display. New Orleans-inspired wrought iron lace forms the balcony railing. Two single light shuttered windows and lanterns flank a fixed wooden paneled door. Shutters, railings, doors, and balcony base are painted to match the green storefront display. A composite shingle mansard roof tops the second floor, punctuated by two evenly-spaced segmental dormers with four-light fixed windows painted green to match.

The northwest elevation of the building faces a narrow alleyway dividing it from the historic Wichita Theater. This elevation is unfenestrated. The fire escape for the theater also accesses the mansard rooftop of this building. The theater and this building share a party wall at the rear. The building's southeast elevation stretches far to the rear (northeast). Historically, this elevation contained multiple storefront display windows and entrances topped by transoms that accessed the handful of retail spaces to the rear of the larger southwest retail space. Most of these storefronts have been infilled with stucco; the southwestern most storefront display window remains. The northeastern most portion of the elevation contains much of its historic storefront configuration. The storefront display windows have been infilled and the door

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

replaced with a non-historic aluminum slab door, but historic transoms remain above the door and infilled display windows.

The rear (northeast) elevation abuts the historic theater rear elevation. The exterior wall is painted brick at both levels, with a single one-over-one window on the elevation. There is an entrance near the rear of the elevation that accesses the law office housed in the building. This entrance consists of a fully glazed aluminum frame door surrounded by aluminum storefront windows, all filled with tinted glass. This entrance configuration is topped by a composite shingle pent eave that echoes the mansard roof. The Parisian Building has been altered many times since its construction in 1925. Between 1925 and 1950, demising walls were removed to combine three retail spaces. However, the most significant alterations were part of the 1955 renovation carried out by the Parisian department store which added a second story clad in stucco, a new mansard roof with dormers, and a New Orleans French Creole inspired wrought iron balcony to the primary elevation. In the interior, this renovation also split the space now housing law offices into three levels. The building also received alterations c.1980. Over time, the many storefronts on the southeast elevation were infilled, leaving only a non-historic 1980s entrance and some historic transoms. Finishes throughout the building have been changed, with only the Indiana Avenue historic storefront system remaining. The alterations do not diminish the integrity of the building.

Property 6

900-906 Indiana Avenue: Perkins-Timberlake Building (also addressed as 900-902)

The Perkins-Timberlake Building was originally constructed in 1920 and opened in 1921 as part of the Perkins Dry Goods chain. In 1959, the architectural firm of Burke, Kober and Nicolais was hired to design the remodel of the building. The two-part commercial block is two stories with a mezzanine floor. The 1959-1960 exterior on the main (east) and secondary (north) elevations is smooth concrete on the upper floor and tile on the lower floor. Aluminum frame display windows and an aluminum double door punctuate the first floor of the main elevation. Rock-faced tile covers the majority of the first floor. A pieced concrete barrel awning covers the entrance. Concrete half round columns or pilasters have been applied to the exterior on the south and north ends of the building that enframe the area where display windows once were. Concrete panels cover the second floor and there are no windows. The north elevation is similar to the main (west) elevation with tile and concrete panels. The recessed entrance is centered on the elevation and it has an aluminum double door and a pieced concrete barrel awning. Aluminum frame display windows are on either side of the entrance. Concrete half columns or pilotes are at the northeast corner and frame a closed display window. Concrete panels cover the upper floor. The rear (west) elevation of the building is the original brick of the 1920 building. Vents punctuate and a door on the rear elevation. The roof is flat and has HVAC equipment and the elevator tower on it.

Two display windows have been enclosed on the main elevation and one on the north elevation. The column-like pilasters have been added. No other alterations to the 1959-1960 exterior have been made.

Property 7

908-912 Indiana Avenue: Olympia Theater/Olympia Fruit (also addressed as 904)

The building was originally built as the Olympia Theater ca.1920. The building is a two-part commercial block that is a two story structure that was remodeled in the 1930s that converted the building to three retail spaces. The north section is a retail storefront with a recessed center door on the first floor, main elevation, this is the entrance for what was one of the three retail spaces. A solid awning is above the entrance and display windows. The display windows extend down to the sidewalk with a small metal bulkhead at the bottom of the window frame. The upper floor is glazed tile. A large blade sign is located on the front main elevation. The adjacent, south portion of the building, has no entrance and multi-pane windows of various sizes. The bulkhead below the windows is painted brick. A metal awning extends across the front main elevation. Concrete panels are above the first floor. A large glass block window is centered on the second floor. The glass block is ribbed and has a half-round ribbed glass that creates a frame around the window. The west (rear) elevation

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

is brick clad and has doors, vents, and openings located across the elevation. The vaulted roof to accommodate the original use as a theater is still evident. The fly space is located to the rear of the roof at the west elevation, extending up approximately half a story.

The upper floors of both portions of the building have been altered although these are within the period of significance. The first floor elevation of the north portion has been altered from three retail storefronts to one, although the current door is where one of the retail entrances was located and the entrance has been removed from the other portion of the building. Evidence of the entrance on the south portion can be seen. The awnings are a later addition.

Property 8

914 Indiana Avenue: Kimberlin Shop/W.T. Grant Building

Local developer and oil operator Jerome S. Stone built the two story building in 1924. The combed buff brick two-part commercial block retail building has similar ornamentation to the larger Perkins-Snider building at 901-907 Indiana Avenue. It may have been designed by Charles Pate who worked with Sanguinet, Staats and Hedrick on the Perkins-Snider Building. The building has similarities to the Perkins-Snider Building including the type of brick and the use of decorative brick around the windows. The first floor of the main elevation has an aluminum storefront with two recessed entrances and terrazzo bulkhead with terrazzo flooring for the entrance area. An exterior stairway to the upper floor is located at the north end of the main elevation. Corrugated metal has been placed over a portion of the display area adjacent to the entrance. Corrugated metal also covers the secondary entrance that leads to the second floor. This recessed door is metal. Two black poles are situated at the front exterior. A large wood panel covers the transom area above the storefront. The decorative brickwork enframing the second floor windows is similar to that on the Perkins-Snider building. Decorative soldier courses enframe the bank of windows and enframe each individual window. One over one wood windows span the upper floor. A continuous cast stone sill is underneath all the windows. Above the windows, near the parapet line is a soldier course that runs the length of the front elevation. A cornice with a rolled tile shed visor has a decorative console or scroll-shaped bracket beneath it. A cast stone band caps the cornice. The adjacent building to the south, has been demolished. The south wall is a common red brick. The rear (west) elevation is brick and has a service door. Windows are on the first and second floors, located above the door, and double windows on the first floor. Above these are a single window and double window. Tiles cap the cornice. The first floor was altered during the period of significance and the transom area has been covered over.

Property 9 (916-918 Indiana) is now a vacant lot and is not counted in the inventory.

Property 10

920-922 Indiana

The two story building at 920-922 Indiana was constructed ca. 1929. The building replaced an earlier one story structure. The structure is a two-part commercial block buff brick building with an aluminum frame storefront on the first floor that was part of a renovation in 1947.¹ Two recessed entrances with large display windows span the main (east) elevation which is framed by a soldier course. A tile bulkhead runs beneath the display windows. A glass faced column is offset from the entrance door. The transom windows above the display windows and entrance are currently covered over and obscured. Six paired windows are on the second floor; a continuous cast stone sill is beneath them. A soldier course is above and below the windows. Decorative cast stone medallions are framed in a decorative brick pattern and soldier course above the windows. The cast stone with small decorative medallions are spaced across the parapet. The north wall is red common brick, it was the party wall for the adjacent building that has been demolished. A loading door, another door and windows are at the rear (west) elevation. Three windows are located on the second floor of the south elevation.

¹ "\$10,000 Permit Issued for Remodeling Store". Wichita Daily Times, December 16, 1947, p.2

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

The roof is flat; a brick exhaust stack is in the southwest corner of the roof. A loading door, entrance door and a smaller loading door are at the rear of the building on the alley. Five mezzanine level windows punctuate the rear wall with windows on the second story. These are metal hopper windows. A door (likely) a fire escape, is at the second level. The transom windows and the second floor windows have been covered over. It is not known whether they are extant.

Property 11

924-926 Indiana: American Hotel

The American Hotel Building was constructed ca. 1915; it housed the hotel on the second and third floors with retail on the first floor. The building is a three story, two-part commercial block red brick structure. Two retail spaces are on the first floor, east elevation. Display windows on either side of a center brick arch with a recessed entrance is the first retail space. Adjacent to that is the corner retail space with aluminum display windows and a recessed entrance. A rough textured plaster surrounds the display windows and entrance. Two backlit plastic signs extend from the building. The original transom windows have been covered over with porcelain enamel or vitreous enamel metal tiles that extend to the window sill on the second floor; these panels may have been added in the 1950s. A plain cast stone sill extends below the paired windows; the current windows are aluminum. The cast stone sill is also beneath the third floor windows; they have the same pattern as the second floor windows on the east elevation. A cast stone rectangle is above each third floor window on the east elevation. A decorative cast stone rectangle is above the middle set of windows on the east elevation, centered below a gable-shaped parapet. A decorative brick pattern is below the cornice on either side of the cast stone rectangle. The parapet cap is cast stone. The south elevation at the corner of Indiana Avenue and 10th Street has a display window at the corner and two entrances located towards the west end of the building. Tile surrounds and a glass block display window with a single door form one retail space. A tile surround, sidelights and a single door form the second entrance. The same porcelain enamel metal tile panels on the east elevation of the first floor wrap the south elevation. Again, these cover the transom window area. The second and third floor of the south elevation are the same including window patterns and placement and ornamentation. A metal fire escape and ladder are located at the south elevation. A series of two over two wood windows on the upper floors punctuated the west elevation. A door and fire stair lead to the roof of 700-706 10th Street. The north elevation has a painted ghost sign with "American Hotel" and a series of windows punctuating the third floor. The roof is flat and does not have HVAC equipment on it.

The retail storefronts on the first floor on the east and south elevations have been altered. E panels cover the transom windows on the east elevation. A brick entrance arch has been added at the 926 entrance. On the south elevation the enamel panels extend to 704-710 10th Street. Overall, the first floor has been altered although the majority of the original configuration is still evident. The windows have been changed to two over two aluminum windows, however window size and placement has not been changed.

Property 12

704-710 10th Street: American Hotel Addition

This building was constructed around 1925, first as a separate building, and later connected to the American Hotel building. The building is a one story brick structure with four retail spaces. Tile, aluminum and brick form the surrounds for the retail space doors and windows; the doors are single wood and glass or aluminum and glass and the display windows vary in size. A shallow aluminum band is above the display windows and doors. The same porcelain enamel (vitreous enamel) metal tile panels on the American Hotel building extend west on this south elevation. The retail spaces at this elevation have single aluminum frame doors. A wood framed display window with patterned brick below it and a single door are the first retail space at 704 Indiana Avenue. The adjacent entrance is inset at an angle; a single door and large display window punctuate this space. The same configuration is on the adjacent retail space. A single door with an aluminum frame display window with roman brick below is at 710 Indiana, the last retail space. The north wall abuts 920-

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

922 Indiana Avenue. Small metal windows with brick sills punctuate the rear (west) elevation. The roof is flat and has small vents and HVAC equipment on it.

The retail storefronts on the first floor on the south elevation have been altered with newer storefronts including tile and aluminum frame windows and doors. The exterior configuration of the retail spaces has not changed.

Property 13

1000-1008 Indiana Avenue Bailey-Moline/ Filgo Building (NRHP 2020)

The Bailey-Moline/ Filgo Building, constructed in 1929, is a two-part commercial block masonry building with Renaissance Revival elements concentrated on the primary (northeast) elevation. The building has a two-story square-plan primary mass, an adjacent 1-story rectangular wing which abuts the southwest elevation of the primary mass, and a one-story square utilitarian addition at the southeast corner. A flat roof tops the entire subject building including the addition. In keeping with the commercial style, buff brick with decorative brickwork forms the exterior walls; red brick forms the rear and side elevations. In general, the brick is in excellent condition, though areas of brick along the storefront elevations have been painted. The subject building further illustrates the commercial style through its flat roof, shaped parapet, and ground floor storefronts with large display windows, separated from the upper stories by a horizontal band.

The primary elevation faces northeast to Indiana Avenue. It is horizontally divided into upper and lower zones in keeping with its two-part commercial block style, and is also vertically divided into symmetrical halves by the elaborate ornament topping the primary entrance; this vertical symmetry is characteristic of Renaissance Revival architecture. The primary entrance is centered on the northeast (Indiana Ave) elevation. The recessed entry features a tiled threshold reading "BAILEY MOLINE" and an original, arched awning. Paired non-historic, fully-glazed aluminum doors fill the original entrance flanked by display windows. The primary elevation consists of four bays flanking a central entrance bay, with large display windows filling the four outer ground-level bays with paneled knee walls and trimmed panels above. Original, multi-light, steel-frame, operable transoms with obscure glass remain above the storefronts. Regular fenestration on the second floor consists of original, hung, one-over-one wood windows. The central bay of the elevation has a shaped parapet with a herringbone brick pattern and "Filgo Building" inscribed beneath a segmental brick arch with brick corbels. Additionally, the central bay of the elevation has four arched, recessed niches above the central awning in line with adjacent transoms, and decorative brick arches adorned with tile above the two central, second-floor, one-over-one hung windows. A wrought-iron and cast stone faux Juliet balcony is centered beneath the second-floor windows. Renaissance Revival influences appear in the repetition of arches on this elevation, and through its symmetry and emphasized central entrance.²

The northwest (10th Street) elevation has regular fenestration, with multi-light transoms on the first floor, and hung, one-over-one wood windows on the second floor. Storefronts in their original masonry openings span the first floor of the elevation across the primary mass and contiguous one-story wing, with paneled knee walls and trimmed panels above. Some storefronts have been replaced or altered. The two-part commercial block form is evident on the primary mass, as the lower and upper zones are separated by a horizontal band with storefronts at the first floor, as on the primary elevation.

At the southwest elevation of the two-story primary mass, the second story is visible over the shared first-story party wall between the primary mass and one-story wing. The visible second story southwest elevation is a red brick wall with original, steel-frame windows with operable middle sashes. The southwest elevation of the one-story wing is a shared party wall with the neighboring 1915 Filgo Building not included in the nominated parcel.

² Virginia Savage McAlester, *A Field Guide to American Houses: The Definitive Guide to Identifying and Understanding America's Domestic Architecture*, (New York, Alfred K. Knopf, 2013), p 7-8.

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

The southeast elevation of the primary mass is red brick, void of any openings or ornamentation. The southeast elevation of the adjacent one-story wing is also of red brick, but features infilled arched windows. The southeast addition protrudes from this elevation of the one-story wing. The southeast addition was likely constructed in the late 1950s and is visually distinct from the rest of the subject in materials, design, and scale.³ It is a small utilitarian square-plan building constructed of cinder block and brick. It is painted white and has no ornamentation. The northwest elevation of the addition abuts the one-story wing and a covered walkway. The northeast, southwest, and southeast elevations contain large rolling garage doors, reflecting the addition's use as a loading facility.

Property 14

711 10th Street: Filgo Building

This building was constructed by G.W. Filgo in 1915. The two-part commercial block painted brick building is adjacent to the larger Bailey-Moline/ Filgo Building and faces onto 10th Street. A retail aluminum frame storefront spans the primary (north) elevation and has a center single door. Decorative brick insets are on either side of the retail storefront on the first floor. The transom windows have been covered over. A raised brick soldier course rectangle is above the transom window area between the first and second floors. A brick sill runs beneath the four second floor windows on the north elevation. A single window, paired windows and a single window is the pattern across the front. A plain cast stone window head spans the upper story windows. The building name, "FILGO BLDG," is set in a rectangular raised brick soldier course rectangle. Above this is a stepped cast stone parapet with a soldier course beneath it. A covered display window is at the northwest corner of the building, facing on to the adjacent alley. Bricked-in windows and openings punctuate the first floor of the west elevation. Eight arched windows span the second floor of the west elevation, on to the alley. Three boarded over windows with decorative flat brick arches and brick sills are at the rear (south) elevation. A window, located under a tin awning behind Bailey-Moline/ Filgo Building, is located on the first floor of the south elevation. The roof is flat.

The retail storefront on the north elevation has been replaced with an aluminum storefront, probably in the 1980s. The transom windows have been covered over. The size and placement of the openings of the storefront have not been altered.

³ The construction of the addition is estimated to be c. 1958, as the addition did not appear on the 1950 Sanborn Fire Insurance Map, and 1958 was the year when the subject building changed uses from furniture store to Western Auto Supply; the new construction could coincide with new ownership/ use.

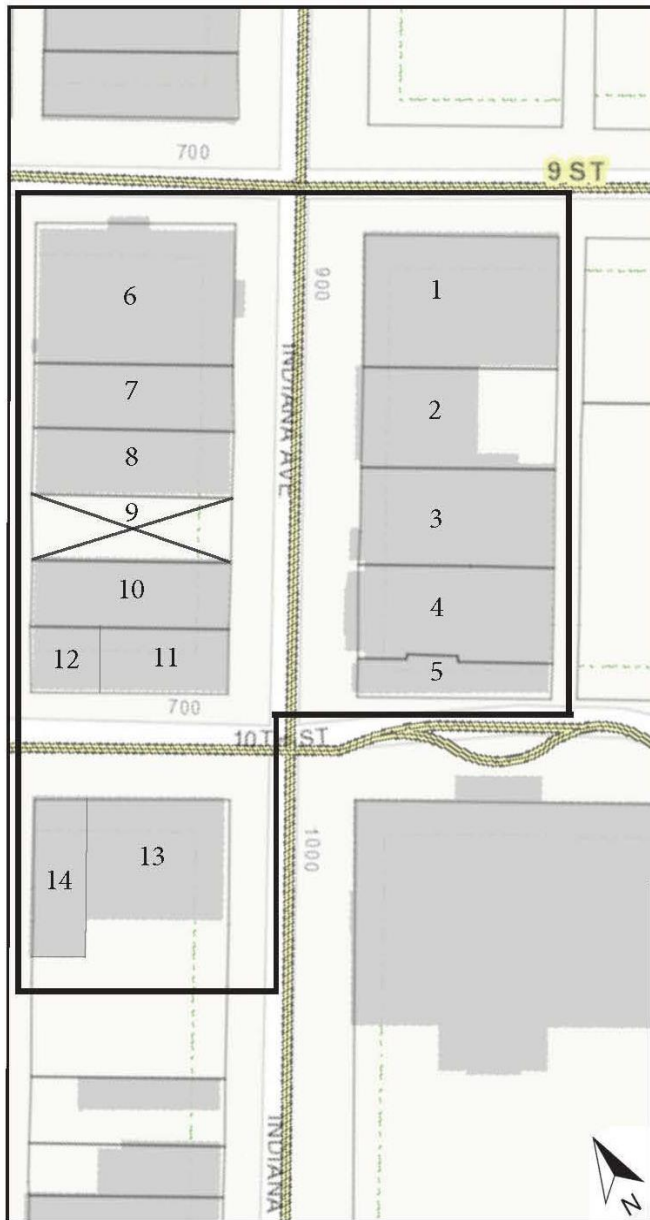
Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

District Inventory

All buildings contribute to the significance of the district; the vacant lot at 916-918 Indiana Ave. (Prop. 9) is not counted.

ID #	Address	Name (If Applicable)	Classification	Date	Historic Function
1	901-907 Indiana	Perkins-Snider/ Radio Building	Three-Part Vertical Block	1925	Radio station; office
2	909-913 Indiana		Two-Part Commercial Block	1927	Commercial/ retail
3	915 Indiana	McConnell Bros. Building	Two-Part Commercial Block	1927	Commercial/ retail
4	921 Indiana	Wichita Theater	Streamlined Art Moderne	1908; alt. 1938	Theater
5	927 Indiana	Marcus Bros./ Parisian Building	New-Orleans-esque	1925; alt. 1955	Theater Equipment Storage; Commercial/ retail; Office
6	900-906 Indiana	Perkins-Timberlake Building	Two-Part Commercial Block	1921; alt. 1959	Dry goods storage
7	908-912 Indiana	Olympia Theater/ Olympia Fruit Building	Two-Part Commercial Block	1920	Theater; Commercial/ retail
8	914 Indiana	Kimberlin Shop/ W.T. Grant Building	Two-Part Commercial Block	1924	Commercial/ retail
9	916-918 Indiana	Vacant Lot			
10	920-922 Indiana		Two-Part Commercial Block	1929	Commercial/ retail
11	924-926 Indiana	American Hotel	Two-Part Commercial Block	1915	Hotel
12	704-710 10 th St.	American Hotel Addition	One-Part Commercial Block	1925	Commercial/ retail; Hotel
13	1000-1008 Indiana	Bailey-Moline/ Filgo Building	Two-Part Commercial Block; One-Part Commercial Block; Renaissance Revival	1929	Commercial/ retail
14	711 10 th St.	Filgo Building	Two-Part Commercial Block	1915	Commercial/ retail

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas



Bldg. #	Address	Age	Use
1	901-907 Indiana Ave	1925	First Texas Building
2	909-913 Indiana Ave	1927	Encore (the Christmas Store)
3	915 Indiana Ave	1927	Wichita Theater
4	921 Indiana Ave	1908; 1938	Wichita Theater PAC
5	927 Indiana Ave	1925; 1955	Gold Star Finance
6	900-906 Indiana Ave	1921; 1959	Vacant
7	908-912 Indiana Ave	1920	Echoes From the Past Antiques
8	914 Indiana Ave	1924	Wichita Theater Stage 2
9	916-918 Indiana Ave	n/a	vacant lot
10	920-922 Indiana Ave	1929	Pop-Up Shop
11	924-926 Indiana Ave	1915	World Finance; Tracey Music
12	704-710 7th St	1925	Continental Credit; REDCO
13	1000-1008 Indiana Ave	1929	Pickers Universe
14	711 7th St	1915	Under Construction

Indiana Avenue Historic District



<i>Legend</i>	
	Historic District Boundary
	Contributing Buildings

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Statement of Significance

The Indiana Avenue Historic District is an intact commercial area that exemplifies the economic growth and development of downtown Wichita Falls and the city as a whole. The district represents Wichita Falls' dominance as a regional trade and commercial center in northwest Texas. Located adjacent to the Depot Square Historic District (NRHP 2004) and the railroad tracks to the east, and in the core of downtown, the district's buildings represent the then-popular commercial architectural designs meant to convey the significance and economic value of the businesses housed within.⁴ The buildings were mainly constructed between 1908 (Wichita Opera House/Wichita Theater, remodeled in 1938-39) and 1929, with a significant remodel on the Perkins-Timberlake building in 1959-60 and new aluminum storefronts replacing older ones during the 1950s and 1960s. The later remodeling of the buildings denotes efforts to keep up with changing consumer retail tastes in the post-war era and the growth and competition from retail located outside the downtown area. The district is significant at the local level under Criterion A in the area of Commerce as a reflection of the commercial growth of downtown Wichita Falls encompassing the early 1900s, to the oil boom years through the post-World War II period and into 1973. The block is anchored by several locally significant buildings including the Perkins-Snyder/Radio Building, the Wichita Theater (Texas Historical Subject Marker 5805), the Perkins-Timberlake Building and the Filgo/Bailey-Moline Building (NRHP 2020) with smaller commercial buildings in between. The district is nominated under Criterion C at local level of significance in the area of Architecture as an intact collection of early-to-mid 20th century commercial buildings. The period of significance for the Indiana Avenue Historic District spans from 1908, the construction of the Wichita Theater, through 1973. The boundaries were chosen because this area is a particularly intact collection of buildings that span from 1908-1960 displaying commercial architectural styles of the period. This collection of buildings is unique in the downtown, representing the changes in architectural styles as noted in the Streamline Moderne Theater, the Classical Revival Commercial Perkins-Snyder/Radio Building, and the Modern Movement Perkins-Timberlake Building. This proposed district also expresses the commercial expansion of the downtown as an area that was mainly residential and, in the growth period of the 1920s, quickly became commercial. Additionally, the boundaries were chosen because the district is a cohesive block surrounded by several surface parking lots, vacant lots, and newer and altered buildings.

*Wichita Falls and its Central Business District*⁵

Wichita Falls was first platted in 1876 and the first post office was established in 1879.⁶ The name Wichita comes from the word *Ousitas* used by French traders to identify nearby Indians in the early 17th century, and later in the 19th century, referred to a larger band of Indians with similar beliefs and cultures.⁷ The Wichita and Affiliated Tribes have lived for hundreds of years in a region stretching from what is now Kansas down to near Waco, Texas; including what eventually became Wichita County. The Wichita peoples consisted of several bands of Caddoan-speaking peoples, including the Wichita, Waco, Tawakoni, Kichai (Keechi), Iscani, Taovaya and others. Other tribes have come at different times to north Texas, residing for varying periods. These include peoples of the Comanche, Kiowa, Cherokee, and Alabama-Coushatta nations, as well as many others.⁸

⁴ Andy Lee and Rick Graham. National Register Of Historic Places. Depot Square Historic District, Wichita Falls, Wichita County, Texas, National Register Form #2002001552, <https://atlas.thc.texas.gov/NR/pdfs/03001552/03001552.pdf>.

⁵ Kenneth E. Hendrickson, Jr. *Handbook of Texas Online*, "Wichita Falls, Tx," accessed February 25, 2020, <http://www.tshaonline.org/handbook/online/articles/hdw02>.

⁶ *Handbook of Texas Online*, Kenneth E. Hendrickson, Jr., "Wichita Falls, TX," accessed February 3, 2017, <<http://www.tshaonline.org/handbook/online/articles/hdw02>>.

⁷ Depot Square Historic District, Wichita Falls, Wichita County, National Register of Historic Places, Reference #3001552, section 8 page 21.

⁸ <https://wichitatribe.com/>

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

John A. Scott, originally from Mississippi, acquired the tract that is now Wichita Falls by purchasing Texas land certificates. He then packed them away and forgot about the certificates. His heirs discovered them and, in 1876, they commissioned M.W. Seely, a surveyor, to plat the town on the Wichita River. The town included a small waterfall on the river, which was later washed away, several streets, and a town square. When Seely platted the town, there were only a few settlers and Seely himself built a small house. The first permanent settlers were the Barwise family of Dallas in 1878; the post office was established the next year.

Settlers who were formative in the early development of Wichita Falls' original townsite were Joseph H. Barwise, Joseph Kemp, Frank Kell, and Robert E. Huff.⁹ The city grew slowly, and by the 1880s there were approximately thirteen families, a public school, and the first permanent church. In 1882, Barwise, Robert Huff, and 148 citizens petitioned the commissioners of Clay County, in which Wichita Falls was originally located, to create a separate county, forming today's Wichita County. Soon after, the local residents convinced the Fort Worth and Denver Railway Company to continue the tracks they were extending west to Wichita Falls.¹⁰ The inducement, similar to what many towns offered, was a substantial offering of land for the right-of-way. The first train arrived in September of 1882, which set off a boom in the sale of lots. This same year a shingle and sorghum mill and lumber yard were established. In 1883, Alexander Kemp came to Wichita Falls and established a general merchandise store; he would become one of the small town's biggest promoters.

Soon after the Fort Worth & Denver Railroad arrived, the town became a large cattle shipping point, being the nearest train station to the Panhandle plains where the cattle industry was booming.¹¹ Six years later, in 1889, the city was incorporated.¹² By the turn of the century more railroads were constructed and/or arrived including: the Wichita Valley Railroad, the Wichita Falls Railway, the Wichita Falls and Southern Railway, the Wichita Falls and Oklahoma Railway, and the Wichita Falls and Northwestern. These railroads made the town a supply and transportation center for Northwest Texas and Southern Oklahoma. Frank Kell, Kemp's brother-in-law, arrived in 1896 after buying the Wichita Valley Mills Company. Kemp and Kell often joined together to tout Wichita Falls and were the two leading "boosters" of the city for several decades.¹³ Wichita Falls, as one of the largest cattle shipping points in Texas because it was the closest railroad to the Panhandle and the vast herds of West Texas had an additional inducement, the City and the Fort Worth and Denver City railroad provided a 10,000 acre fenced pasture with water near the town.¹⁴

The population was growing and the town needed a reliable water source; the Lake Wichita project was the solution to this problem. Completed in 1901, Lake Wichita was, at that time, the largest man-made lake in Texas.¹⁵ By 1907, the population of Wichita Falls had grown to 5,055, and there was substantial infrastructure including sidewalks, sewers, and a streetcar system with an extension out to Lake Wichita. There were also two newspapers operating.¹⁶ 1908 saw the construction of the Wichita Opera House to entertain the growing population. By 1910, the population had tripled to over 16,000.¹⁷

⁹ Ibid.

¹⁰ B.B. Paddock, *History of Texas: Fort Worth and Texas Northwest Edition*, Volume 2, Chicago: Lewis Publishing, 1922, p. 510.

¹¹ "Depot Square Historic District," section 8, p. 21.

¹² Ibid.

¹³ S.G. Reed, *A History of Texas Railroads*, Houston Texas: St. Clair Publishing, 1941, p.393.

¹⁴ Ibid

¹⁵ Louis J. Wortham, *A History of Texas: From Wilderness to Commonwealth*, Fort Worth: Wortham-Molyneaux Publishing, 1924, p. 249.

¹⁶ *Handbook of Texas Online*. Kenneth E. Hendrickson, Jr., "Wichita Falls, Tx," accessed February 25, 2020, <http://www.tshaonline.org/handbook/online/articles/hdw02>.

¹⁷ Paddock, p. 851.

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Oil was first discovered in the vicinity in 1903 but it was the opening of the Electra oil field in 1911 that led to an increase in population and a dramatic shift toward oil extraction and refining industries in Wichita Falls.¹⁸ After 1911, growth exploded to the west and south of the original business district, replacing houses and small shops with larger commercial buildings, hotels, and office buildings for oil companies. Large industries also contributed to Wichita Falls' booming economy, such as Wichita Falls Broom Manufacturing, Ziegler Stove, Clark Machinery, Wichita Falls Bottling Company, Luecke's Gang Plow, Wichita Falls Glass Company, and Ball Brothers fruit jar factory.¹⁹ In 1918, the Burkburnett oil fields were discovered, which led to a tremendous building boom in the city during the 1920s, including the construction of several of the buildings on Indiana Avenue including Perkins-Snider and Perkins Timberlake buildings. Prior to the discovery of oil, most business and commerce was located on several blocks adjacent to the railroad, on Ohio Avenue spanning from about 5th Street south to 8th Street. Single-family houses and industrial buildings occupied platted lots to the west and south.²⁰

Railroads were not the only important mode of transportation. 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.²¹ 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 Highway 30 starting in Wichita Falls to Stamford, Abilene and Junction.²²

Wichita Falls had nine refineries and forty-seven factories by 1920. The oil industry was pumping \$9,000,000 into the City's treasury every month.²³ There was a major building boom; one book claimed that "no city in the United States saw more new buildings erected in proportion to population than Wichita Falls during the years 1919 and 1920."²⁴ One estimate reported \$20 million was spent on construction of buildings and that "skyscrapers rose as if by magic."²⁵ The city built a municipal auditorium in 1927 and adopted the city manager form of government. In 1928 airline passenger service was added and the first commercial radio station, KGKO located at 901 Indiana, was started. Annual retail sales topped \$30 million.²⁶

The growth of Indiana Avenue can be followed on successive Sanborn maps. The 1912 map shows dwellings and a few frame buildings on the west (even numbers) side of the 900 block of Indiana Avenue; on the east side is the Wichita Opera House and the Moore-Richolt Lumber Yard with several dwellings in the 1000 block.²⁷ By 1915, the 900 block of Indiana was beginning to change with the addition of more commercial buildings on the even-numbered side of the block including the American Hotel at 912-914 and several businesses adjacent to it (Figure 5). There were still dwellings located at 900, 902, 904 and in the 1000 block.²⁸ The 1919 Sanborn Map shows the 900 block with buildings filling the west (even) side of the block whereas the east (odd) side of the block had only the Wichita Theater (Opera House) (Figure 6). The west side of the block included a theater at 900 Indiana Avenue as well as several wood frame buildings that housed furniture stores, a sewing machine shop, confectionary shop and the American Hotel at 912-914 Indiana.²⁹ Along

¹⁸ Ibid.

¹⁹ "Depot Square Historic District," section 8 page 27.

²⁰ Ibid.

²¹ Paddock, p. 522.

²² Ibid, p. 523.

²³ Ibid, p.856.

²⁴ Wortham, p. 250.

²⁵ Ibid, p.250.

²⁶ Paddock, p.850.

²⁷ Sanborn Fire Insurance Map. New York: Sanborn Insurance Company, Wichita Falls, 1912, pp. 3,6.

²⁸ Sanborn Fire Insurance Map. New York: Sanborn Insurance Company, Wichita Falls, 1915, p. 4.

²⁹ Sanborn Fire Insurance Map. New York: Sanborn Insurance Company, Wichita Falls, 1919, p.5.

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

10th Street, behind the American Hotel was a vacant lot and an automobile repair shop. Across the street, where the Filgo-Bailey Moline building stands was the Imperial Hotel, a frame structure, an “L” shaped one-story automobile garage and repair building and a two story creamery with the name Filgo on the parapet (705 10th Street). This same year, adjacent blocks to the east have several brick buildings, denoting the movement of development and redevelopment towards 9th and 10th Streets.³⁰ (See Figures 5-8, 9, 11)

By the 1920s, the oil boom and resultant economic growth continued to fuel development in the downtown. The Perkins-Timberlake Dry Goods Store at 900 Indiana Avenue was constructed in 1920, and opened in 1921.³¹ An article about the Perkins-Snider building, across Indiana from the Perkins-Timberlake Building, noted that, “Not since 1919, when a number of other large buildings were erected here, as a result of the oil boom, has there been as much building activity as 1925.”³² This year saw bigger gains in public utility use than “any proceeding year”.³³ New city water hook-ups were 1,500; the municipal gas company saw 1,304 new customers, and the electric company installed 1,249 new meters.³⁴ Additionally, building permits were projected to keep growing; from \$1.2 million in 1922, to \$1.7 million in 1923, to \$2.3 million in 1924, and finally, in the first quarter of 1925 \$1.2 million with more projected throughout the year. The other building noted in the article, Harvey-Snider, was located on 8th Street between Lamar and Scott Avenues. Between 1925 and 1927, the 900 block of Indiana Avenue was quickly filled in with the following buildings: The building at 927 Indiana Avenue (1925), one at 915-919 Indiana Avenue, (1927), as well as other nearby buildings such as the Perkins-Snider (Radio Building 1925), 903-907 Indiana (1925), 909-913 Indiana (1925), all part of the “building boom.”³⁵ The even side of the block also saw more permanent buildings being constructed including the Perkins-Timberlake Company building at 900 Indiana and a theater next door at 906. Other vacant lots on Scott Avenue and Ohio Avenue and the adjacent areas also quickly filled in with new buildings. The Filgo-Bailey Moline Building at 1000-1008 Indiana (NRHP 2020) was constructed in 1929, built to accommodate the Bailey-Moline Hardware company by G.W. Filgo had built the smaller structure around 1915 (705 10th Street).³⁶ In 1928, the merchants and businesses held a series of co-operative sales and promotions called a “block party” to promote the block as a shopping area that could fulfill all the customer’s needs from children’s clothes to home furnishings.³⁷

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-four parks.³⁸ Population growth slowed considerably during the Depression with a growth of only 2,000 between 1930 and 1940.³⁹ However, the City did receive a boost with the opening of Sheppard Field, the Army Air Corps training facility, in 1941. The base reached its peak in personnel, with 46,300 people, in 1945 making it the largest concentration of American air corps troops in the world.⁴⁰ The base became Sheppard Air Force Base after World War

³⁰ Ibid, pp. 3, 4.

³¹ “Perkins Timberlake Company”. Wichita Daily Times, June 12, 1921, p.21.

³² “Many New Firms Locate Here Result the Erection of the Harvey-Snider and Perkins-Snider Office Buildings”. Wichita Daily Times, December 31, 1925, p.22.

³³ “Number of Patrons of Wichita Falls Public Utilities Shows Bigger Gain in 1925 then in any Proceeding Year”. Wichita Daily Times, December 31, 1925, p. 28.

³⁴ Wortham, p. 250.

³⁵ Sanborn Fire Insurance Map, 1925, corrected 1950.

³⁶ National Register of Historic Places, Depot Square Historic District, Wichita Falls, Wichita County, Reference #3001552.

³⁷ “All Invited 900 Block Indiana,” Wichita Daily Times, July 31, 1928.

³⁸ *Handbook of Texas Online*.

³⁹ World Population Review <http://worldpopulationreview.com/us-cities/wichita-falls-tx-population>

⁴⁰ *Handbook of Texas Online*. David Minor, "Sheppard Air Force Base," accessed February 25, 2020, <http://www.tshaonline.org/handbook/online/articles/qbs06>.

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

II.⁴¹ The downtown area continued to do well, in part, because of the growth of the Air Force Base. Indiana Avenue was the center of downtown and the site of parades and other activities. (Figures 13, 14)

The population continued to grow through the 1950s; in 1950 it was 68,000 and in 1955, it was 110,000.⁴² However, by the 1960s, with the slowdown in oil production, the population had dropped to 101,000. It was in the 1950s and 1960s that downtown began to feel the competition with newer suburban shopping developments. In the 1950s, the downtown stores including the 900 block of Indiana Avenue participated in a program to stay open late on Thursday evenings to entice shoppers downtown.⁴³ The Perkins-Timberlake building received significant interior and exterior renovations in 1959-1960 and many of the downtown buildings had new aluminum storefronts installed to update their exteriors. (Figures 22-24) Oil refinery activity had slowed considerably by the early 1960s and so the city leaders decided to form an Industrial Development Corporation to diversify the local economy and ensure the economic health and future of the City. The Industrial Development Corporation was able to recruit several companies to the area including Gates Rubber, Johnson and Johnson and a division of Dow Chemicals.⁴⁴ In 1965, Sikes Senter was developed on the former Sikes farm at Archer and Kemp, southwest of downtown and adjacent to new residential developments. The 53-acre site would be transformed into a regional shopping mall with 368,000 square feet of enclosed shopping and parking for 2,500 cars. The rest of the site would include 600 new homes.⁴⁵ This retail development would also impact the viability of the downtown as the predominant retail area of Wichita Falls. The downtown area lost retail dominance by the early 1970s, although retail continued to be part of the downtown economy. The Downtown Wichita Falls organization has been active in revitalizing the downtown since the 1980s. (Figure 12)

In 1990 Wichita Falls had 122,378 residents and Sheppard Air Force base continued as a major source of economic impact. The city itself continued to be the focal point of economic activity in Wichita County. Oil production, although not as formidable an economic engine, remained a facet of the local economy, with total production of 790 million barrels by 1991. The city's population in 2020 was 105,337.⁴⁶ The city continues to tout its location, the same distance to Dallas/Fort Worth and Oklahoma City, which allows it to serve as a regional economic hub for North Texas and South Central Oklahoma. The major employers in 2020 included the U.S. Air Force (Sheppard Air Force Base), United Regional Health Care System, AT&T, Howmet, Covercraft, and Pratt and Whitney.

Property 1

901-907 Indiana Avenue: Perkins-Snider/ Radio Building

The Perkins-Snider/Radio Building, originally constructed in 1925, was designed by noted architects Sanguinet, Statts, Hedrick and Pate. The building was developed by J. J. Perkins and C.W. Snider, who were local businessmen and developers. They worked with R.O. Harvey on a number of business ventures and building projects. The building company that developed this building and associated buildings was composed of J.J. Perkins, C.W. Snider, Frank Timberlake, R.O. Harvey, J.A. Kemp, D.O. Johnson, J.H. Massie, Mrs. C. Joline, and Mrs. J.W. Stringer.

The building opened to great fanfare on December 31, 1925, along with the Harvey-Perkins (no longer extant) building located on 8th Street between Scott and Lamar Avenues. It was designed by noted architects Sanguinet, Staats, Hedrick and associate local architect C. Pate. The building was considered an important addition to the city's skyline as noted in a

⁴¹ Ibid.

⁴² World Population Review. Wichita Falls, Texas Population and *Handbook of Texas*.

⁴³ "Discover Great Values, Come Downtown on Thursday Night!," Wichita Falls Times, October 15, 1958, p.3 and "Biggest Values in Town are Downtown," Wichita Falls Times, October 22, 1958, p.6.

⁴⁴ *Handbook of Texas Online*.

⁴⁵ "Huge Shopping Mall Planned on Sikes Farm," Wichita Falls Times, June 1, 1965, p.1.

⁴⁶ World Population. <https://worldpopulationreview.com/us-cities/wichita-falls-tx-population>, accessed July 20, 2021.

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Wichita Daily News article.⁴⁷ The building housed the Chamber of Commerce, several oil and gas companies, lawyers and insurance companies.⁴⁸ In 1928, the new radio station KGKO moved into the building and large radio antennas were installed on the roof. A four hour special program was held for the formal opening and start of broadcasting. Tours of the station were given and local politicians and noted residents gave speeches. The station was part of the WFAA chain owned by the Belo Corporation from Dallas.⁴⁹ By 1935, the building began to be referred to as the “Radio Building”.⁵⁰ The building continued to house the radio station, oil and gas companies, lawyers and insurance companies. It should be noted that two floors of the building were vacant, which may be a result of the impact of the Great Depression. The building has continued to house offices and currently houses the First Texas Bank. (Figures 9,10, 25)

Joe J. Perkins developed this building and others in downtown Wichita Falls. He was a businessman, retailer, developer and philanthropist. He worked in both Bowie and Montague before going to Decatur in 1897, where he opened his first mercantile business, the Red Store. Perkins arrived in Wichita Falls in 1909, mainly to expand his mercantile business. He subsequently constructed the Perkins-Timberlake Company building in 1920, across the street from this building. The Perkins chain of stores eventually grew to twenty-three stores in Texas and two in Oklahoma. Aside from retail and merchandise stores, Perkins also was involved in oil and made his first oil strike in the Serrien Pool. He founded the Perkins-Cullum oil company to continue oil exploration and drilling. He was on the board of directors for Citizens National Bank in Wichita Falls and owned a ranch in the county. Perkins was one of the largest property owners in downtown Wichita Falls.⁵¹

C.W. Snider, co-developer of the building, moved to Wichita Falls in 1910 from Missouri. He served as one of the executive officers for the City National Bank, stepping down but remaining on the Board.⁵² Snider became active in oil exploration and production in several of the large fields in the area. He was one of the developers of the Serrein Pool at the Burkburnett field. Like Perkins, he was one of the major landholders and developers in downtown. He was also the treasurer of the Texoma Oil and Refining Company and the secretary of the Wichita Falls and Southern Railroad.⁵³

Property 2

909-913 Indiana Avenue

The building was designed by local architectural firm Voelcker and Dixon and constructed in 1927 for retail and commercial use by J.J. Perkins and C.W. Snider.⁵⁴ Initially, the building housed the Federal Clothing store, Wichita Floral Company and Sanerford’s Booterie.⁵⁵ Similar retail and commercial businesses were housed in the building over the years including ABC Electric Company and Mrs. Crane’s Shoes. Voelcker and Dixon had their architectural firm’s office

⁴⁷ “Many New Firms Locate Here Result the Erection of the Harvey-Snider and Perkins-Snider Office Buildings”. Wichita Daily Times, December 31, 1925, p.22.

⁴⁸ Ibid, p. 26.

⁴⁹ “Four Hour Program to Feature Formal Opening”. Wichita Daily Times, September 9, 1928, p.31.

⁵⁰ John Worley. Worley’s City Directory for Wichita Falls. Dallas, Texas: Worley Publishing, 1935, p.316.

⁵¹ Walter N. Vernon, “Perkins, Joe J.,” Handbook of Texas Online, accessed March 12, 2021, <https://www.tshaonline.org/handbook/entries/perkins-joe-j>; “Two New Buildings Fitting Monuments to Enterprise of Snider Harvey and Perkins”. Wichita Daily Times, December 31, 1925, p.22.

⁵² “Two New Buildings Fitting Monuments to Enterprise of Snider Harvey and Perkins”. Wichita Daily Times, December 31, 1925, p.22.

⁵³ Ibid.

⁵⁴ “To Receive Bids about November 30 on McConnell Voelcker-Dixon Buildings to Cost Over \$100,000,” Wichita Daily Times, November 21, 1926, p.13.

⁵⁵ John Worley. Wichita Falls City Directory, Dallas, Texas: John Worley Publishing, 1927, p. 531.

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

upstairs in the building in the 1930s.⁵⁶ In the 1950s, Lovelace Book Store occupied the retail space.⁵⁷ It has continued to be a retail and commercial office space.

Property 3

915 Indiana Avenue: McConnell Bros. Building (*Figure 18*)

The building at 915-919 Indiana Avenue was constructed in 1927 by Leonard and Forrest McConnell for their furniture store.⁵⁸ It was designed by the architectural firm of Voelcker and Dixon of Wichita Falls. Previously, the lot was vacant as was the majority of the block except for the Wichita Theater (Opera House). The building was constructed at the same time as the adjacent buildings on the block; others (the Radio Building and 903-905 Indiana) were constructed in 1925.⁵⁹ The McConnell Brothers store sold rugs, ranges, stoves and a variety of furniture and home goods. The advertisement in the 1927 City Directory indicated two locations, one in Wichita Falls and one in Dallas.⁶⁰ Leonard McConnell lived most of his life in Wichita Falls. He was born in Forney, Texas in 1886 and by 1910 had moved to Wichita Falls. His brother, Forrest, was born in 1893. The furniture store had been downtown for several years before the brothers constructed the building. However, the store was only at this location from 1927 to 1933. McConnell Brothers Furniture was in business until 1945.

Subsequently, several commercial businesses were located in the building. In 1934, Miller's Furniture occupied the building and continued to be there until the 1940s.⁶¹ By the 1940s, the building housed the Furniture Mart owned by David Krute and Sons. Noble Hardware moved into a portion of the building (915-917) in 1946 and the other half housed Mathews Brothers Appliances (919 Indiana).⁶² Noble Hardware was a long-time Wichita Falls business. A.F. Kerr, who was a pioneer resident having moved to Wichita Falls in 1893, sold his hardware firm of Kerr and Hursh to Noble Hardware in 1909.⁶³ Noble Hardware occupied the building until the 1970s.⁶⁴

The other portion of the building (919 Indiana) was occupied by a variety of retail establishments. Mathews Brothers continued to occupy the space through the 1950s.⁶⁵ From 1960 to 1965, it was occupied by Ace PX Appliances.⁶⁶ Maid Rite Sandwich Shop was in this space from 1965 to 1966. Then, the space was vacant for several years.⁶⁷ The building became part of the Wichita Theater in the 1980s and is currently used as the lobby as well as an event space. The upper floors are used for costume and prop storage for the theater.

Property 4

921 Indiana Avenue: Wichita Theater (*Figures 9, 10, 15, 16, 17*)

The Wichita Theater, constructed in 1908 as the Wichita Opera, was remodeled in 1938-1939 by noted theater mogul, Karl Hoblitzelle. The THC Historical Marker text reads:

⁵⁶ John Worley. Wichita Falls City Directory, Dallas, Texas: John Worley Publishing, 1930, 1935.

⁵⁷ "Valentines on Display at Lovelace Book Store" Wichita Daily Times, February 12, 1955, p.10.

⁵⁸ John Worley. Wichita Falls City Directory, Dallas, Texas: John Worley Publishing, 1927, p.70 and p.328.

⁵⁹ Sanborn Fire Insurance Maps, 1925-1950 corrected.

⁶⁰ Ibid, p. 70.

⁶¹ John Worley. Wichita Falls City Directory, Dallas, Texas: John Worley Publishing, 1934, p. 312.

⁶² John Worley. Wichita Falls City Directory, Dallas, Texas: John Worley Publishing, 1945, 1946.

⁶³ "District Clerk Died Suddenly Saturday Night," The Electra News, Electra, Texas, August 3, 1926, p.5.

⁶⁴ Wichita Falls City Directory, Dallas, Texas: John Worley Publishing, 1955, 1960, 1965, 1970.

⁶⁵ Ibid, 1955, p. 102.

⁶⁶ Ibid, 1960, p. 118.

⁶⁷ Ibid, 1965, 1966, 1968, 1970.

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

The Wichita Falls Opera Company was formed in 1908 to establish a theater in the city. The first seven directors were C. W. Bean, N. Henderson, J. L. Jackson, Frank Kell, J. A. Kemp, W. M. McGregor, and T. R. T. Orth. The project was funded by public subscription and the land for the opera house was deeded by J. A. Kemp and Anderson Bean. The building was completed the same year by the Kansas City firm of Carl Boller who designed numerous theaters in Kansas. The first production in the new theater was the play "His Honor, The Mayor," which opened to a full house. In addition to drama, the building was also used for music festivals, concerts, ballet traveling acts, opera, and for Wichita Falls High School graduation ceremonies. Celebrities appearing here during the early years included William Jennings Bryan, Anna Pavlova, Lillian Russell, Ernestine Schumann-Heink, and Evelyn Nesbitt. Later the interior was remodeled to accommodate motion pictures. Music for the early silent movies was provided by a mechanical piano. The opera house declined in popularity after the opening of the Municipal Auditorium in 1926. In 1922, it became the Palace Theater and later closed.⁶⁸

Karl Hoblitzelle of Interstate Amusement Company and Texas Consolidated Theaters purchased the building in 1938, and it became one of his numerous theaters across Texas. That year, Dallas architects Pettigrew and Worley carried out a major renovation on the building.⁶⁹ Hoblitzelle was known as a pioneer in theater development including the use of air conditioning and state of the art acoustics for his theaters. The building at 927 Indiana was central to the 1938-1939 renovation as it was used to house the air conditioning for the theater as well as other back of house functions. The impact of the investment was significant to the City. The mayor stated, "The Wichita Theater fills a definite need in the entertainment life of this section. As mayor of the city, I heartily commend the efforts of George Watson, the manager, and the state officers of the company in bringing this new enterprise to our city."⁷⁰

It is important to note that this extensive renovation took place during the Great Depression. Wichita Falls, like many cities adjacent to the oil fields, did not feel the full brunt of the Great Depression in the beginning but by the mid-1930s, construction slowed considerably, oil fields slowed output and agriculture was suffering from drought and collapsed markets. These conditions continued until around 1940.⁷¹ Hence, the construction related to the theater was important to the City and, subsequently, encouraged more building in the downtown in a time when it was needed, and helped to create jobs. The City Manager noted that this work pushed building permits for 1938 to over \$1,000,000. Further, he noted that "additional work on the Majestic and State theaters as well as the Wichita have provided labor and stimulated sales of building materials."⁷² The City Manager also stated that the Wichita Theater would be hiring and providing jobs to locals.

The connection to Karl Hoblitzelle is significant. In 1904, Hoblitzelle helped produce the St. Louis World's Fair, where he saw the potential for vaudeville and entertainment shows. A year later, he founded Interstate Amusement Company and opened theaters in Dallas, Fort Worth, Waco, and San Antonio. His theater chain grew to theaters from Texas to Alabama. The Majestic Theater (NR 1977, SAL 1981) in Dallas was his headquarters for many years. Around 1920 Hoblitzelle's theaters began showing motion pictures. A pioneer in wiring for sound and in air-conditioning his theaters, he set national trends as an exhibitor. Hoblitzelle was active in planning the 1936 Centennial of Texas Independence; he also headed the 1945-46 celebration of a Century of Texas Statehood. In later years, Hoblitzelle and his wife started a foundation for

⁶⁸ Texas Historical Commission Subject Marker "Wichita Falls Opera House," 1981. Marker 5805.

⁶⁹ "Theater Most Beautiful in Northwest Texas," *Wichita Daily Times*, November 28, 1939, p.23.

⁷⁰ "Theater Here Receives City Congratulations," *Wichita Daily Times*, November 28, 1939, p.24.

⁷¹ Sister Mary Keavney. Depression Era in Fort Worth Texas. Austin: University of Texas Master's Thesis, 1974, n.p. and Robert Cotner, et al. Texas Cities and the Great Depression. Austin: Texas Memorial Museum, 1973.

⁷² "Theater Here Receives City Congratulations."

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

promoting knowledge of Texas history and chartered a philanthropic foundation for schools, hospitals, agriculture, and other endeavors.⁷³

Property 5

927 Indiana Avenue: Marcus Brothers/ Parisian Building (*Figure 19*)

The building was constructed in April of 1925, with the announcement of construction in January of 1925.⁷⁴ The building was constructed for the Marcus Brothers' business by local developers Rahl and Farabee. They also had the building designed so that it also had retail spaces that faced onto 10th Street. The cost of the building was \$14,000, the largest building permit for the week of January 18, 1925. Wichita Brick and Tile provided the brick for the building.⁷⁵ A neon sign advertising India Tires was built for the shop and was described as "one of the largest and most attractive ever displayed here."⁷⁶ M.A. and Abe Marcus owned six other tire stores and had the distributorship of the prestigious India Tires. The store was going to carry over 3,000 tires with another 2,000 in the warehouse. Apparently, tire distributorships had all been based in the Dallas area and it was significant that the Marcus Brothers were one of the first outside of Dallas.⁷⁷

The Marcus Brothers were only in the building until 1927 and the building was subsequently vacant in 1928.⁷⁸ Between 1929 and 1931, the building was occupied by Berry Seed and Feed. In 1932, it was vacant again. In 1933, it was occupied by California Market. In 1934-1938, it was occupied by Baxter's Grocery and Market. In 1939, the building was vacant. Through the 1940s and early 1950s, the building housed a number of businesses including General Appliance Company.⁷⁹

During the 1938 renovations for the Wichita Theater, the air conditioning units were installed in 927 Indiana and it also served as a concession preparation area. The addition of air conditioning was essential to the success of the theater. For Hoblitzelle, being able to air condition the Wichita Theater was essential and the building at 927 Indiana became an integral part of the success of the renovation in 1938-39, as it housed necessary air conditioning equipment. The air conditioning was installed by the Frick Company of Waynesboro, Pennsylvania. The company was known for being manufacturers of portable, stationary, and traction engines, threshing machines, sawmills, and refrigeration and ice making machinery. The newspaper article on the day of the theater's opening stated, "The heating and cooling system is of the very latest type...Fans and air distribution ducts are so arranged that no draft will be found at any time in the theater. The cooling equipment is so designed as to allow a complete change of cool air in the entire theater each three to five minutes."⁸⁰

A fire that destroyed several buildings in the downtown meant that the businesses in them would have to relocate. One of the businesses was a women's clothing store called the Parisian. Jack Reed, the owner of the store, negotiated to move over to 927 Indiana (then addressed as 925). He planned to open the store at this location in November of 1952 with plans to remodel the building in the near future. Reed noted that he expected to spend between \$20,000 and \$30,000 on the

⁷³ Texas Historical Commission Subject Marker, "Karl Hoblitzelle," 1979 Marker 6740. There is no record of the theater being open to non-white audiences during the Jim Crow period, and there's no evidence of a separate entrance to accommodate and segregate African American patrons. Theaters that catered to Black and Latino audiences were located on Flood Street (Isis Theater, 420 Flood, and Azteca Theater, 408 Flood) in the neighborhood northeast of the railroad tracks. Both buildings have been demolished.

⁷⁴ "New Construction Authorized Past Week Over \$56,000," Wichita Daily Times, January 18, 1925, p. 15; "Marcus Brothers Open New Tire Store Friday Morning," Wichita Daily Times, April 17, 1925, p. 15.

⁷⁵ Ibid.

⁷⁶ "India Balloon Tires Will be Featured by Large Electric Sign," Wichita Daily Times, April 17, 1925, p. 15.

⁷⁷ "Marcus Brothers Open New Tire Store Friday Morning," Wichita Daily Times, April 17, 1925, p. 15.

⁷⁸ John Worley. Wichita Falls City Directory. Dallas, Texas: John Worley Publishing, 1925, 1926, 1927, 1928.

⁷⁹ "Parisian to Reopen at 10th, Indiana," Wichita Daily Times, November 9, 1952, p. 6.

⁸⁰ "Theater Most Beautiful in Northwest Texas".

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

changes.⁸¹ However, it was not until early 1953 that the project was completed. A January 1953 article stated that the renovation would be Reid-Naylor-Baldwin Company and that Mrs. Christeen DeGreve from Huff furniture was decorating the interior. The article stated, "Of contemporary design the exterior of the shop is one of the most attractive in the area." It indicated that the exterior was a gray/green combination that denoted the store's colors used for their merchandising boxes. The interior was to be a Regency motif, "shades of pink predominate the color scheme" and wall-to-wall carpeting for the floors. A crystal "Marie Antoinette" chandelier from Czechoslovakia was imported for the store.⁸²

In 1955, Reed announced that a second floor would be added to the building and extensive interior renovations would take place. The work would be completed between August and September; however, the store would remain open while the construction was going on. The second floor opened August 24, 1955. The additional floor more than doubled the retail space and enabled the store to offer a broader range of merchandise; two new departments were added. A "Junior" department and lingerie were added. The Junior department is described as being "pink candy stripe" and the flooring on the second level was black and white tile.⁸³ The store suffered a fire in January of 1959 and was once again remodeled with departments added including a Bridal Shop and a "Miss California" department. The casual and Miss California departments were contemporary in design whereas the Bridal Shop was "done in Louis XVI."⁸⁴ The store stayed in this location until 1964; the building was vacant in 1965. Norsworthy Music Center occupied the building in 1966 but left in 1968. The building sat empty until 1970 when Pier 1 moved into the space. Since that time, it has been commercial and office. The Rahl & Farabee-Parisian building represents the initial oil-boom growth of commercial and retail in downtown Wichita Falls and the continuation of this growth into the 1960s.⁸⁵ In recent years, 927 Indiana Avenue has served as office space for a financial advising company and a law firm.

Property 6

900-906 Indiana Avenue: Perkins-Timberlake Building (also addressed as 900-902) (Figures 13-14, 21-24)

The Perkins-Timberlake Building was originally constructed in 1920 and opened in 1921 as part of the Perkins Dry Goods chain. The Perkins-Timberlake Dry Goods Company initially opened in 1916, at a different location in the 300 block of Indiana Avenue. By 1920, the store had grown and a new location was acquired at the corner of Indiana Avenue and 9th Street. The two-story building with a basement was constructed to accommodate the store's growth.⁸⁶ The company began with Perkins' first store in Decatur in 1897 when he was 21.⁸⁷ Perkins and his brother, Sam, partnered on a store in Kaufman which opened in 1899. Frank Timberlake, whose father managed the Jacksboro store, moved to Decatur and went to work for the firm in 1907. Timberlake became a partner in the company in 1911 and managed several of the stores including Jacksboro, Vernon, Bowie and Electra.⁸⁸ By the time the Wichita Falls store opened in 1920, Timberlake was managing it and six other stores, including those in Oklahoma.

The company was a regional chain in Texas and operated like many early chains. Perkins had majority ownership but the name would change according to who was his partner: Perkins-Timberlake, Perkins-Watkins and Perkins Brothers. The

⁸¹ "Parisian to Reopen at 10th, Indiana," Wichita Daily Times, November 9, 1952, p. 6.

⁸² "New Home for the Parisian," Wichita Daily Times, January 4, 1953, p.10.

⁸³ "Reed's Parisian Opens Addition," Wichita Daily Times, August 24, 1955, p.8.

⁸⁴ "Reed's Parisian Opens Store after Fire Repair," Wichita Daily Times, February 4, 1959, p.5.

⁸⁵ John Worley. Wichita Falls City Directories, Dallas, Texas, John Worley Publishing: 1955, p.102; 1965, p.193; 1968, p.171; 1970, p. 186.

⁸⁶ "Growth of Store Matches that of Area". Wichita Daily Times, August 16, 1960, p.20.

⁸⁷ B.B. Paddock. History of Texas: Fort Worth and the Texas Northwest. Chicago and New York: Lewis Publishing Company, 1922, Volume IV, pp.350-351.

⁸⁸ Ibid, "Growth of Store Matches that of Area". Wichita Daily Times, August 16, 1960, p.20 .

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

chain had twenty-three stores total under these various names. In one of the “vanity books” of the day, the chain was called “one of the largest and most successful mercantile organizations in the southwest; operating chains of department stores in Texas and Oklahoma cities, is that in which the names Timberlake or Perkins have a conspicuous part.” The article further noted that the company offered “high class dry goods...exclusive lines of merchandise that can only be obtained in larger cities.”⁸⁹ It was noted that the first fur sold from the store in 1921 was a full length opera cape for \$2,500 (approximately \$32,000 in 2021 dollars). As Wichita Falls grew, so did the company. In 1937, the store interior was remodeled and air conditioning added.⁹⁰ The following year, Hoblitzelle would follow suit and add air conditioning to the Wichita Theater and remodel the exterior. The partners retired from active management of the store and the chain in 1957 and Charles Prothro became president.

In 1959, plans were announced for a complete remodel of the interior and exterior of the building. Prothro stated that, “The policy of Perkins-Timberlake has always been to anticipate the future expansion of the city. The new building is a tangible expression of belief in the growth of the Wichita Falls area.”⁹¹ The architectural firm of Burke, Kober and Nicolais was hired to design the remodel of the building. The firm specialized in retail buildings and spaces. The sales areas were expanded, including the mezzanine area which had been offices. The interior was redesigned and redecorated to reflect a more modern aesthetic and a new variety of retail offerings. The store remained in this location into the 1980s.

Property 7

908-912 Indiana Avenue: Olympia Theater/Olympia Fruit (also addressed as 904) (Figures 9, 10, 13,14)

The building was originally built as the Olympia Theater ca.1920 and was owned by D. F. and R. Enterprises. There were also retail spaces in the building.⁹² The retail included furniture stores, Singer Sewing Machine Shop, and a beauty shop.⁹³ By 1935, it had been remodeled as three retail spaces with the Lerner Shop, LeRoy Shop and Walk-Over Shoe

Property 8

914 Indiana Avenue: Kimberlin Shop/W.T. Grant Building (Figures 9, 10, 13,14)

Local developer and oil operator Jerome S. Stone built the two story building in 1924 for the Kimberlin Store. The building, described as a “modern two story brick building” was constructed at the cost of \$30,000.⁹⁴ The Kimberlin Store filed for bankruptcy in 1925.⁹⁵ In 1927, a W.T. Grant store moved into the space.⁹⁶

Founded in Lynn, Massachusetts in 1906 by William Thomas Grant, the W.T. Grant Company grew to become a national mass-merchandise variety chain in the United States until its closure in 1976. At its height, the company was the nation's 16-largest retailer with over 1000 stores across the country.⁹⁷ With a slogan of “Known for Values,” the store became a well-known purveyor of household goods and clothing.⁹⁸ The store was also known for its above-average wages to employees, which included vacation time and bonuses.⁹⁹

⁸⁹ Ibid.

⁹⁰ “Growth of Store Matches that of Area”. Wichita Daily Times, August 16, 1960.

⁹¹ Ibid.

⁹² John Worley. Worley’s City Directory Wichita Falls. Dallas, Texas: John Worley Publishing, 1920, 1925, 1930.

⁹³ Ibid.

⁹⁴ “Stone Plans to Erect Two-Story Building at 914 Indiana Avenue”. Wichita Falls Daily Times, November 24, 1924, p.4.

⁹⁵ “Kimberlin Smith Bankruptcy Sale”. Wichita Falls Daily Times, October 4, 1925, p.4.

⁹⁶ “Your New W.T. Grant Store Opens at 914-916 Indiana Avenue Saturday”. Wichita Falls Daily Times, April 27, 1927, p.2.

⁹⁷ Isadore Barmash, “W.T. Grant, Facing \$175-Million Loss to Close 126 and Lay off 12,600” The New York Times, January 17, 1975.

⁹⁸ “See How Much We Can Give, Says W.T. Grant,” Longview Daily News, July 29, 1953, page 22.

⁹⁹ “If You Know Abilene, You Know Grants!” Abilene Reporter-News, October 25, 1936, page 67.

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Property 9 (916-918 Indiana) is now a vacant lot and is not counted in the inventory.

Property 10

920-922 Indiana (Figures 9, 10, 13,14)

The two story building at 920 Indiana was constructed ca. 1929 as other buildings were being constructed in the area and the growth of the downtown was moving towards this part of Indiana Avenue. The building replaced an earlier one story structure. The store housed a variety of retail businesses including a men's clothing store, a drug store, and another five and dime store.¹⁰⁰

Property 11

924-926 Indiana: American Hotel (Figures 9, 10, 13,14)

The American Hotel Building was constructed ca. 1915; it housed the hotel on the second and third floors with retail on the first floor. A variety of retail uses were housed on the first floor including Kimberlin's Ready-to-Wear, a millenary store, Miller-Ferguson Ladies Clothes, Olympic Fruit Store.¹⁰¹

Property 12

704-710 10th Street: American Hotel Addition

A one story addition was constructed around 1925 to the American Hotel building; the American Hotel is addressed as 700 10th Street. It was originally a standalone building but was later joined to the American Hotel with a small addition between the two structures. The building housed a barber shop, cafes, Saul's Store, Rigby Cash Hardware and Fisher' Cleaning and Dyeing.¹⁰²

Property 13

1000-1008 Indiana Avenue Bailey-Moline/ Filgo Building (NRHP 2020)¹⁰³ (Figures 13-14, 21)

In September of 1929, a building permit for \$40,000 was issued to G. W. Filgo for the construction of a two-story business structure at 1000-1002 Indiana Avenue.¹⁰⁴ It was constructed with steel supplied by the Panhandle Steel Company, and the roof was constructed by Woodward Roofing Co.¹⁰⁵ The building opened in April of 1930 with Bailey-Moline as the occupant. Bailey-Moline operated out of the building until 1941, when the Freear Furniture Store took up occupancy.¹⁰⁶ A different furniture store, along with auto and beauty supply sales, occupied the site from 1949 to 1957, after which Western Auto Supply took over, and occupied the site into the 1970s.¹⁰⁷ The Bailey-Moline/ Filgo Building currently houses an antiques store on the first floor while the second floor is vacant.

¹⁰⁰ John Worley. *Worley's City Directory Wichita Falls*. Dallas, Texas: John Worley Publishing, 1917, 1920, 1921, 1925, 1927, 1930, 1935.

¹⁰¹ Ibid.

¹⁰² Ibid.

¹⁰³ Excerpted from the National Register of Historic Place Nomination Form for the Filgo/Bailey Moline Building. National Register of Historic Places, Filgo/Bailey-Moline Building, Wichita Falls, Wichita County, Reference 100005538.

¹⁰⁴ "Permit for Bailey-Moline Building is Issued Sum \$40,000," *Wichita Daily Times*, September 12, 1929, p 2.

¹⁰⁵ Various Advertisements, *Wichita Daily Times*, April 6, 1930, p 8.

¹⁰⁶ *Wichita Falls City Directories*, 1940-1945.

¹⁰⁷ Julie Foley, "1000 Indiana Avenue," *Historical Tours of Wichita Falls*, March 20, 2018.

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Bailey-Moline Hardware

C.B. Bailey, A.C. Moline, and Richard Nix announced the purchase of Maxwell & Son Hardware Co. in the *Wichita Daily Times* in 1926, thus creating Bailey-Moline Hardware.¹⁰⁸ In addition to being a partner, Carl B. Bailey, president of the new firm, was in the oil business in Burkburnett, Texas, and had been in the Wichita Falls area since the 1910s. A.C. Moline, vice president, citizen of Wichita Falls since 1923, previously worked in hardware in Colorado Springs, Colorado before relocating. Richard Nix, treasurer, worked for Maxwell Hardware Company for 18 years and purchased interest in the new venture.¹⁰⁹ Prior to the purchase, Maxwell & Son was the leading hardware company in Wichita Falls. The firm claimed that it would in no way “change the basic principles on which this business has founded its prosperity in the past” and would “work towards making the firm grow into an establishment as fine as any in the South.”¹¹⁰ After the acquisition, the company expanded, opening a hotel and restaurant supply department, and quickly became one of the largest hardware companies in North Texas. Over the next four years, the company’s growth necessitated the construction of a larger building, and G.W. Filgo erected the subject structure to house the business.¹¹¹ In April of 1930, the new Bailey-Moline Hardware Store, which specialized in restaurant and hotel hardware, opened to much fanfare, including an entire section of coverage in the *Wichita Daily Times*. “Throngs” of people attended the grand opening on a Monday evening.¹¹²

George W. Filgo (1865-1930)

Born in 1865, George W. Filgo, builder of the subject building and several others around Wichita Falls, was an early Wichita Falls citizen, moving to the town from Mississippi in 1891. Enterprising from the start, Filgo began by building an ice storage house on Indiana Avenue and establishing a meat and produce market.¹¹³ Prior to constructing the subject building for Bailey-Moline Hardware in 1929 (which would be his last construction project before passing away in 1930), Filgo built a small commercial building at 10th and Indiana in 1915, also called the Filgo Building. This building, which housed a creamery, is interconnected, though not historically, with the subject building. In addition to owning a large amount of property, Filgo also served the city of Wichita Falls as county commissioner before his death at the age of sixty-five.¹¹⁴

Property 14

711 10th Street: Filgo Building

This building was constructed by G.W. Filgo around 1915. It had a variety of uses over the years including a creamery, bicycle shop, cafes, a grocery store and similar uses.

Criterion C: Architecture

The Indiana Avenue Historic District offers a collection of early to mid-20th century buildings that reflect the growth and prosperity of the city during the oil-boom years and the subsequent development of industries, making Wichita Falls an economic center for the region. The majority of the buildings are Chicago Style buildings of the American Movement Commercial Style of the two-part commercial block form. Although simple in form, some of the buildings have detailing such as the Renaissance Revival, Prairie and Classical Revival elements. The Wichita Theater with its handsome Streamline Art Moderne facade stands out on the block. Additionally, several of the buildings were designed by noted

¹⁰⁸ “Announcing the Purchase,” *Wichita Falls Daily Times*, Friday, July 15, 1926, p 10.

¹⁰⁹ Ibid.

¹¹⁰ “Announcing the Purchase.”

¹¹¹ Ibid.

¹¹² “Throngs Attend Bailey-Moline Opening Monday,” *Wichita Daily Times*, Tuesday, April 8, 1930, p 18.

¹¹³ “Pioneer Families of Wichita Falls.” Wichita County Archives.

¹¹⁴ “George Filgo Dies Home in Beverly Hills,” *Wichita Daily Times*, 1930.

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

local and state architects including the Sanguinet, Staats, Hedrick and Pate designed Perkins-Snider/Radio Building; Voelcker and Dixon, well-known regional architects, who designed both 909-913 and 915-919 Indiana Avenue, and Pettigrew and Worley, noted theater architects who redesigned the Wichita Theater in 1928-1929. California architects Burke completed the 1959-1960 exterior renovation of the Perkins-Timberlake store (900 Indiana Avenue), Kober and Nicolais, who were nationally known for the retail and store design. The use of such prominent architects denotes the economic prosperity of the owners and the City as a whole.

Two-part Commercial Block

The majority of the buildings are two-part commercial buildings as described by Longstreth. The two-part commercial block design is the most common form used for small to medium sized commercial buildings in towns and cities across the country between 1850 and 1950 and characterizes the majority of the buildings in the district.¹¹⁵ This building form is characterized by a horizontal division between two distinct zones. The two-part division reflects the uses inside the building. The lower zones are the more public areas and the upper floors usually signify a more private area such as offices, hotel rooms, or a meeting hall. The rapid growth of commerce and business meant buildings were designed to accommodate these. The examples in the Indiana Avenue district are simple, with limited embellishment such as decorative brick and/or cast stone.¹¹⁶

The McConnell Brothers-Noble Hardware building (915-919 Indiana) is a good example of a two-part commercial building. This is the most common form used for small to medium sized commercial buildings in towns and cities across the country. It was designed by Voelcker and Dixon of Wichita Falls. (The adjacent building at 909-913 Indiana was also designed by Voelcker and Dixon.) The form was prevalent from the 1850s to the 1950s and is characterized by a horizontal division between two distinct zones. For this building, the division occurs above the transom windows (which are capped with a soldier course) and is a cast concrete sill below the second floor windows with a decorative brick design. Further, brick pilasters and other decorative brick features define the bays of the building. The extensive decorative brick and cast concrete that adorn the building indicate that the McConnell Brothers wanted to make a significant statement about their business. The stylish building helped to convey the idea of the quality of the merchandise being sold. Obviously, the McConnells were enjoying the prosperity of the oil boom and that is reflected in this handsome two-part commercial building.

Sanguinet, Staats, Hedrick and Pate were the architects of the Perkins-Snider/Radio Building (1925) at 901 Indiana Avenue. The six story buff brick building is an intact example of the American Movement Commercial Style with simple Classical Revival ornamentation and is contributing to the district. The first floor forms the base of the building and is delineated by a simple cast stone string course. A cast stone surround enframes the main entrance on Indiana Avenue. The upper stories are delineated by enframed pilasters with a repeating window pattern. The center pilasters are capped with a decorative cast stone motif. Restrained, simple brick and cast stone ornamentation indicated the Classical Revival style.

The Bailey-Moline/ Filgo Building at 1000-1008 Indiana Avenue (NR 2019) is an intact example of American Movement Commercial Style with Renaissance Revival elements. It is a two-part commercial block building, and is a longstanding commercial structure in downtown Wichita Falls, Texas, located on a prime commercial corridor. Its commercial function is evident through its two-part composition. Furthermore, architectural elements aligning with the Renaissance Revival style, including emphasis on balanced and symmetrical facades reflected across a vertical axis, use of arches, restrained cornices, pilasters, and elaborate central entrances, differentiate the building from typical commercial blocks in the surrounding area.¹¹⁷

¹¹⁵ Richard Longstreth, "The Buildings of Main Street." Washington, D.C.: National Trust for Historic Preservation, 1987, pp.24-51

¹¹⁶ Ibid.

¹¹⁷ Virginia Savage McAlester, *A Field Guide to American Houses: The Definitive Guide to Identifying and Understanding America's*

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

The Wichita Theater (921 Indiana Avenue) is an example of Streamline Art Moderne theater architecture. Its 1938 renovation makes it a notable example of one of Karl Hoblitzelle's theaters, designed by Pettigrew and Worley from Dallas, who designed other theaters for Hoblitzelle including several in Dallas and Houston and the Queen in Bryan, Texas. Noted designer Eugene Gilboe designed the interior artwork in the Wichita Theater, as well as in several other Interstate theaters, Texas Centennial buildings, and a number of buildings for the University of Texas.

Before the 1939 renovation, the Wichita Theater had a Classical Revival design. The building was originally designed by Carl Boller from Kansas City.¹¹⁸ Boller was a well-known theater architect in Kansas. He designed the theater in Concordia, the Booth Theater in Independence, the Fox Theater in Hutchinson, and several others in Kansas.¹¹⁹ In addition to drama, the building was also used for music festivals, concerts, ballet, traveling acts, opera, and for graduation ceremonies of the Wichita Falls High School. Celebrities appearing here during the early years included William Jennings Bryan, Anna Pavlova, Lillian Russell, Ernestine Schumann-Heink, and Evelyn Nesbitt. Later the interior was remodeled to accommodate motion pictures. The opera house declined in popularity after the opening of the Municipal Auditorium in 1926.¹²⁰

In 1938, Karl Hoblitzelle of Interstate Theaters and Texas Consolidated Theaters purchased the building and it became part of his numerous theaters across Texas.¹²¹ A major renovation of the building was undertaken in 1938-1939, opening in November of 1939, and Pettigrew and Worley from Dallas were the architects. The front façade and interior were changed to reflect the Streamline Art Moderne styles of the time.¹²² The building still retains architectural integrity from this time period including the front façade, interior lobby space, the balcony configuration and other features important to defining the building's history.

Movie theaters were excellent candidates for the Streamline Art Moderne style. By the 1930s, theaters were entering the next phase of development, changing from stage to movies which required different configuration, acoustics and technology.¹²³ The Moderne style represented changes in technology, including bigger screens, better sound and air conditioning. Although the exterior style of the theater was relatively simple, they often were painted in bright colors and had large marquees with bright neon lights; the marquees acted as giant advertisements. Theaters of this era moved away from the fancy "atmospheric" interior designs to more subtle interior colors and murals, plush seating and carpeting. There was a new emphasis on seating efficiency, acoustics and improved circulation within the theater, with the screen for the theater framed by curtains to draw the patrons' attention forward.

Architects

Pettigrew and Worley Architects

Pettigrew and Worley designed several theaters in Hoblitzelle's chain and across the state of Texas. The firm designed approximately 60 theaters for Hoblitzelle. They include nine (9) movie theaters in Dallas, five (5) in Houston, the Campus

Domestic Architecture, (New York, Alfred K. Knopff, 2013), p 7-8.

¹¹⁸ "Twenty Years Ago Today," *Wichita Daily Times*, April 19, 1928, p.6

¹¹⁹ Kansas Historical Society. https://www.kshs.org/natreg/natreg_listings/search/page:2/category:85/records:all/submit:SEARCH

¹²⁰ Texas State Subject Marker Text, Wichita Falls Opera House.

¹²¹ "Consolidated Theaters Plan New Show House at Site of Old Opera House". *Wichita Daily Times*, February 16, 1938, p. 7.

¹²² "Theater Most Beautiful in Northwest Texas," *Wichita Daily Times*, November 28, 1939, p.23.

¹²³ Jay Firsching. Forest Theater, Dallas, Dallas County, Texas National Register of Historic Places Registration Form. NRIS 100004752

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

in Denton, the Ridglea in Fort Worth, the Bowie in Brownwood, the Broadway in San Antonio, the Gulf in Robstown, the Pershing in El Paso, the Queen in Bryan, the Rex in Paris, the Rio in Corsicana, and the Tyler in Tyler.¹²⁴

Henry Frank (H.F.) Pettigrew was born December 28, 1906, in Chisholm, Rockwall County, Texas.¹²⁵ His family moved into Dallas and he attended Bryan Adams High School.¹²⁶ After graduation he worked for Thompson and Swaine, and later Hal Thompson until he founded his own firm in 1935.¹²⁷ John Aaron Worley was born in Dallas on October 22, 1913, and attended North Dallas High School. He received his degree from Texas A&M in 1935 and was licensed to practice architecture in 1938.¹²⁸ It was the year that Pettigrew and Worley founded their firm and began to work almost exclusively on theaters.

However, in 1940 and 1941, as tensions were rising in Europe and the Pacific, Pettigrew and Worley came up with an idea for a structure that was sturdier than a cloth tent but could be easily manufactured, transported and assembled. They worked with financier and businessman Winfield Morten to perfect the design. Morten was a well-connected businessman who was able to provide introductions to high-ranking military officers. Morten and Pettigrew showed them the prototype for what would become the "Victory Hut." The U.S. Army and Marines were the first to purchase the "Victory Hut" for their troops; the first production went to Pearl Harbor early in 1941.¹²⁹ Manufacture of the structures was done at a plant in Denton that employed over 1,500 people. The Victory Hut was used across the world, wherever there were American troops. Back in the United States, they were used at hospitals as overflow rooms for wounded soldiers, for housing at Japanese internment camps (Camp Kenedy, Crystal City and Fort Sam Houston) and housing for nurses and doctors.¹³⁰

Worley designed and coordinated the production system of the Victory Hut until 1941 when, as a reservist, he was called into active duty with the US Army Corps of Engineers. Part of his service was in Italy where he was in charge of housing 60,000 troops. He was discharged in 1946 as a major and won the Bronze star for service in Italy.¹³¹

When Worley returned to Dallas after the War, he continued to work with HF Pettigrew and they expanded their architecture business to include contracting. They resumed designing and renovating theaters, and, by 1951, when they constructed their last theater, the Wynnewood in Dallas, they had designed and renovated 75 theaters, 60 of which were for the Interstate chain.

The firm was branching out into the construction of post-War housing. Pettigrew, Worley and Reynolds began building houses in the new suburbs around Dallas, including Richardson, Garland, Carrollton and Arlington. Examples of their projects include the Valley View Addition with 165 homes and the Club View Addition with 143 homes, both in Arlington. These housing developments often took advantage of FHA financing.¹³² Worley's obituary notes that he designed more than 2,400 apartment units for 12 apartment complexes in Dallas.¹³³ Each formed other partnerships over the years and became leaders in housing development.¹³⁴ HF Pettigrew died in 1976 and Worley in 1982, both of cardiac arrest. Interestingly, in later years, their housing development work overshadowed their theater design work.

¹²⁴ Cinema Treasures. <http://cinematreasures.org/firms/575>, Accessed April 14, 2020.

¹²⁵ Pettigrew used his initials and went by "H.F."

¹²⁶ Ancestry.com. Texas Death Certificates 1903-1982. Death Certificate for HF Pettigrew

¹²⁷ "Texas Pre-Fabricated Company Making Huge Contributions to Victory Effort," Dallas Morning News, May 2, 1943, p.1

¹²⁸ "Rites Set for Architect John Aaron Worley," Dallas Morning News, October 12, 1982, p. 21

¹²⁹ "Texas Pre-Fabricated Company Making Huge Contributions to Victory Effort."

¹³⁰ "Victory Huts" <https://flashbackdallas.com/2014/05/20/ww2-victory-huts-parkland/>

¹³¹ "Rites Set for Architect John Aaron Worley".

¹³² "New Addition in Arlington Will Hold Open House Today" Fort Worth Star Telegram Feb. 8, 1953, p. 62

¹³³ "Rites Set for Architect John Aaron Worley"

¹³⁴ Jay Firsching.

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Voelcker and Dixon Architects

Voelcker and Dixon architects were located in Wichita Falls but designed buildings across the state of Texas. They designed several courthouses including Midland County Courthouse (1930), Callahan County Courthouse (1929), Van Zandt County Courthouse (1937), Grayson County Courthouse (1936), Gregg County Courthouse (1932), Jack County Courthouse (1940), Knox County Courthouse (1935), Wilbarger County Courthouse (1928), and Cottle County Courthouse (1930). They also designed numerous other buildings such as the Bonham High School Auditorium and Gymnasium (1937) and Tom Lloyd Burnett Home (1924). In Wichita Falls, they designed several other buildings including the A.C. Camp Building, The North Texas Insane Asylum, the Washington School and several schools.¹³⁵

Sanguinet, Staats, Hedrick and Pate

Marshall Robert Sanguinet (1859-1936) and Carl Staats (1871-1928) opened their firm in 1903 in Fort Worth. Sanguinet had been in business with various partners since 1883. Carl Staats had arrived from New York in 1891, working for noted architect James Riely Gordon. The firm became one of the most prolific in the state and southwest, designing a variety of building types including churches, schools, office buildings and factories. The firm became known for their steel-framed skyscrapers, designing most of the major tall buildings Fort Worth constructed before 1930.¹³⁶ They designed some of the tallest buildings (for their time) across the state in Beaumont, Houston, Midland, Waco, and San Antonio.¹³⁷ Other buildings include the First National Bank Building in Houston (1905), The Flatiron Building in Fort Worth (1907, NRHP 1971), the Neil P. Anderson Building in Fort Worth (1920, RTHL 1978), Wilson Building in Dallas (1903, NRHP 1979), and the Houston Post Dispatch (1926, NRHP 2002)¹³⁸

Sanguinet and Staats had a large office that included architects, engineers and other support employees--one of the first firms to do so in the state. They expanded quickly with offices in Dallas, San Antonio, Waco, Houston and Wichita Falls, making them one of the first statewide firms. Wyatt C. Hedrick (1888-1964) joined the firm in 1922 and the name was changed to Sanguinet, Staats and Hedrick. Other branches of the firm used the three principal partners and added the name of the local partner such as R.D. Gottlieb for the Houston office and Charles J. Pate for the Wichita Falls office. In 1926, Sanguinet and Staats retired and sold their share of the firm to Wyatt C. Hedrick who continued the company under his name and continued to be a prolific architect around the state of Texas.¹³⁹

Charles J. Pate (December 1885-September 1974) began his career in Wichita Falls in 1907 after moving there from Wills Point. Pate trained as a carpenter and took classes in architecture from the International Correspondence Schools.¹⁴⁰ One of his early projects was the Victorian style Guy Dewitt Anderson house, constructed in 1907. He also designed the grandstand at a baseball park (1922) and the new hospital (1922).¹⁴¹ The William McClurkin and Company building

¹³⁵ "New A.C. Camp Building is One of Finest Here" and "Large Building Program Starts at Asylum Here," Wichita Daily News, November 11, 1924, p. 10; "Board Plans 50 Per Cent Addition to Negro School," Wichita Daily Times, July 16, 1925, p. 18

¹³⁶ Christopher Long, "Sanguinet and Staats," Handbook of Texas Online, accessed May 03, 2021, <https://www.tshaonline.org/handbook/entries/sanguinet-and-staats>.

¹³⁷ Ibid

¹³⁸ Sue Winton Moss. "Houston Post Dispatch Building, Houston, Harris County, Texas National Register of Historic Places Registration Form". NRIS 2000072

¹³⁹ Long and Moss

¹⁴⁰ B. B. Paddock. History of Texas: Fort Worth and the Texas Northwest Edition, Vol. IV. New York and Chicago: Lewis Publishing, 1922, p.626

¹⁴¹ "Work on New Grandstand to be Started". Wichita Daily Times, June 9, 1922, p. 11; "New and Modern General Hospital Doesn't Give a Germ Any Place to Hide". Wichita Daily Times, October 1, 1922, p.2

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

(1923) located at 900 Scott Avenue and the Highland Heights Church (1929) were also designed by Pate.¹⁴² He also designed the Elks Clubhouse and the Tipton Orphanage.¹⁴³ Pate became an associate of Sanquinet, Staats and Hedrick, giving the firm a presence in Wichita Falls. He was associate architect on the City National Bank, the Wichita Falls High School, the Episcopal Church as well as the County Courthouse (1918).¹⁴⁴ Pate moved to Tyle, Texas in 1931 and continued to practice architecture including designs for Dixie School, a WPA project, an auditorium for Rusk Baptist Church, and the Lillie Belle Wright Sunday School Building for the Tyler Baptist Church.¹⁴⁵

Burke (1905-1990), Kober (1923-2001) and Nicolais (1903-1991) Architects

The architectural firm of Burke, Kober and Nicolais was hired to design the remodel of 900 Indiana, the Perkins-Timberlake building in 1959. The firm was based in Los Angeles and built their reputation on designing department stores and shopping centers, one of only two firms in the country to do so.¹⁴⁶ The firm began as Burke and Kober in 1935, then Burke, Kober and Nicolais in the 1950s, and later Burke, Kober, Nicolais and Archuleta in the early 1960s. They designed numerous buildings, stores and shopping centers, mainly in California, including Bullock's Fashion Square, Santa Ana; Desmond's Department Store, Pasadena; Harper and Reynolds Building, Los Angeles; Rossmoor Business Center, Seal Beach; Security-First National Bank, Huntington Beach; Sherman Oaks Fashion Square, Sherman Oaks; Western Airlines Office Building, Los Angeles, Mullett and Bluett Department Store, Los Angeles; Del Amo Fashion Center, Torrance; Plaza Pasadena Shopping Mall, Pasadena, and Fashion Plaza, West Covina.¹⁴⁷

Conclusion

The Indiana Avenue Historic District offers a collection of early to mid-20th century buildings that developed as part of the oil-boom years and the subsequent development of other industries and Sheppard Air Force Base, making Wichita Falls an economic center for northwest Texas. This district is eligible under Criterion A for Commerce and Criterion C for Architecture. The development of this portion of Indiana Avenue resulted from the expansion of downtown as local businessmen and developers responded to the economic boom and constructed buildings along this block. The major buildings in the district were developed by prominent local citizens including J. J. Perkins, C.W. Snider, George Filgo, and Frank Timberlake who were businessmen and developers. Well-known theater empresario Karl Hoblitzelle acquired the Wichita Theater and renovated the building to respond to the area's growth and the continued expansion of his theater chain. The smaller retail buildings reflected local, statewide, and national stores including the McConnell Brothers, Kimberlin stores, Bailey-Moline and the W.T. Grant store. The buildings represent the architectural styles used for commercial structures at the time. The two-part commercial block building form in the district was designed to easily accommodate retail, office and commercial uses, with large display windows and entrances. The Wichita Theater was renovated into a handsome Streamline Moderne building, one of the most notable on the block. Of the twelve buildings in the district, at least five are architect designed. They include local, state and nationally known architects Voelcker and Dixon, well-known regional architects; Sanguinet, Staats, Hedrick and Pate, known across the state; Pettigrew and Worley, noted theater architects, and California architects Burke, Kober and Nicolais, who were nationally known for the

¹⁴² "W. B. McClurkin and Co. Open Here Monday Afternoon". Wichita Daily Times, April 15, 1923, p.32; "New Building One of the Finest in the City". Wichita Daily Times, November 17, 1929, p.35

¹⁴³ "Elks Clubhouse Plans in Hands of Contractors". Wichita Daily Times, May 5, 1924; "Local Architect Preparing Plans for Tipton Orphanage". Wichita Daily Times, April 28, 1933, p. 6

¹⁴⁴ B.B. Paddock, p.626

¹⁴⁵ "Dixie School Gets New Gymnasium". Tyler Morning Telegraph, September 27, 1939; "Plans for New Auditorium Ready for Rusk Baptists". Tyler Morning Telegraph, August 11, 1941, p.5; "Baptist Formally Open Lillie Belle Wright Sunday School Building". Tyler Courier Times, December 8, 1935, p. 2

¹⁴⁶ "Millard Archuleta". <https://www.latimes.com/socal/la-canada-valley-sun/news/lvs-0bitarchuleta052710-story.html>

¹⁴⁷ "Burke, Kober, Nicolais, Architects and Engineers". <http://pcad.lib.washington.edu/firm/2175/>

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

retail and store design. Although alterations to the buildings have occurred over time, the overall integrity of the district is evident in the building form, massing, historic materials, design, workmanship, setting and association. This district is an example of the growth and development of Wichita Falls and is representative of the architectural styles of the era and is worthy of listing on the National Register of Historic Places.

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

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Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

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Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

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- "Theater Most Beautiful in Northwest Texas," Wichita Daily Times, November 28, 1939, p.23.
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- Wichita Daily News, November 11, 1924, p. 10.
- Wichita Daily Times, November 21, 1926, p.13.

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Section 10
Geographical Data

Google Earth Map (accessed January 5, 2022).



Coordinates

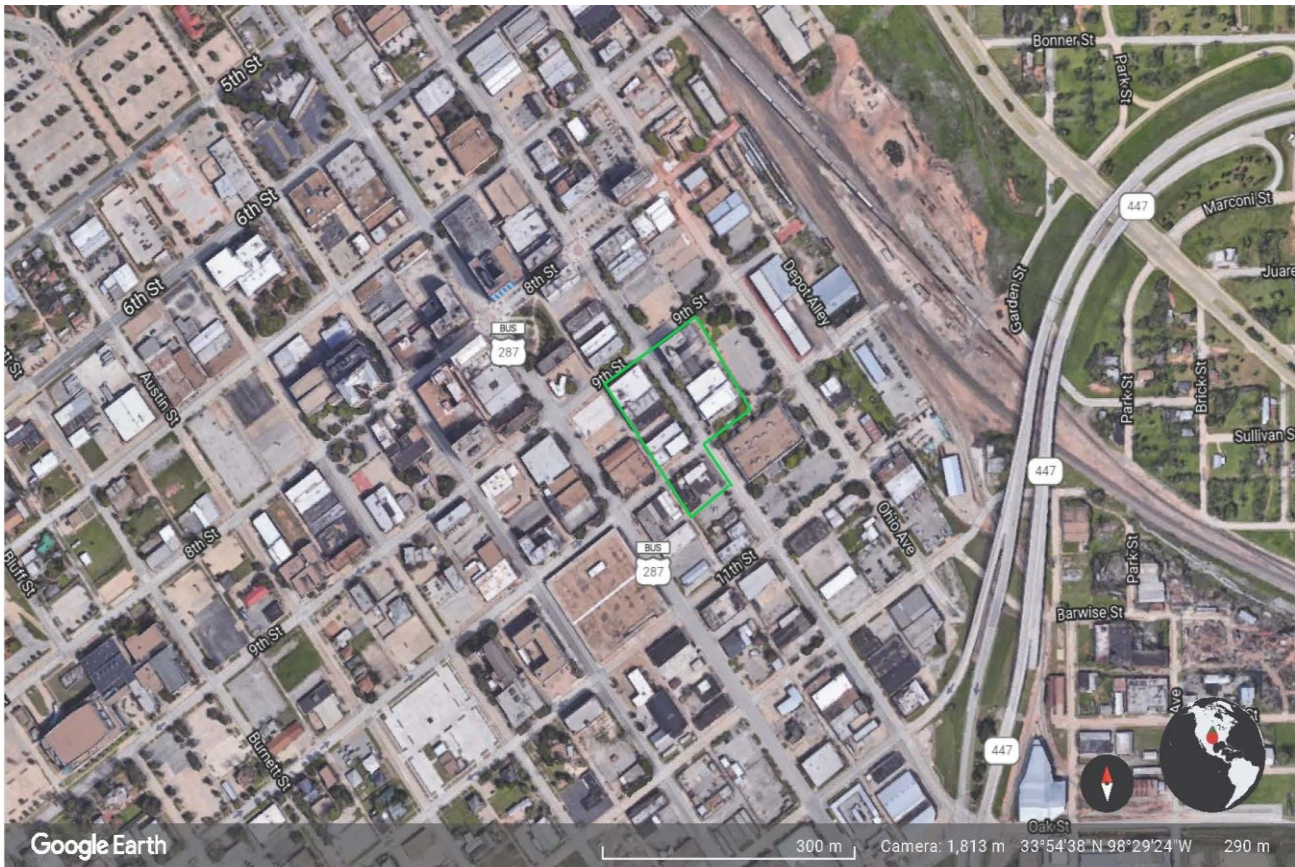
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Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Figure 1: Wichita County



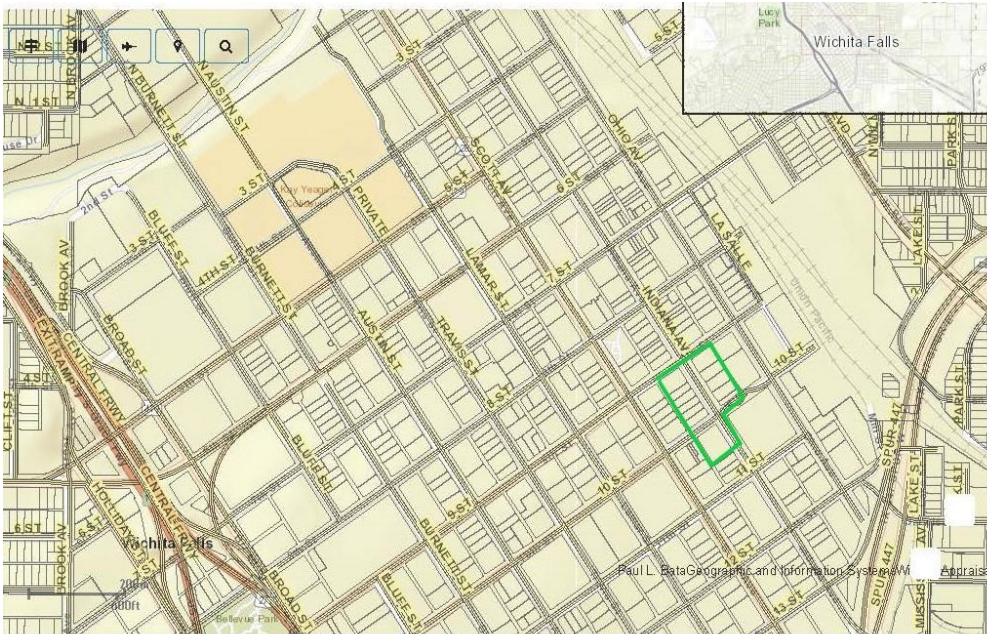
Figure 2: Downtown Wichita Falls with Indiana Avenue Historic District outlined in Green



Downtown Wichita Falls with Indiana Historic District outlined in Green

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Figure 3: Wichita County Appraisal District Map of Downtown Wichita Falls with Historic District outlined in Green. Accessed 7/21/2021



Downtown Wichita Falls with Indiana Avenue Historic District outlined in Green

<https://www.wichita-falls.com/MapSearch/Default.aspx>

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Figure 4: Aerial Map of Indiana Avenue Historic District outlined in Green



Indiana Avenue Historic District outlined in Green

Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Figure 5: Sanborn Fire Insurance Map 1915 p. 4 District outlined in red

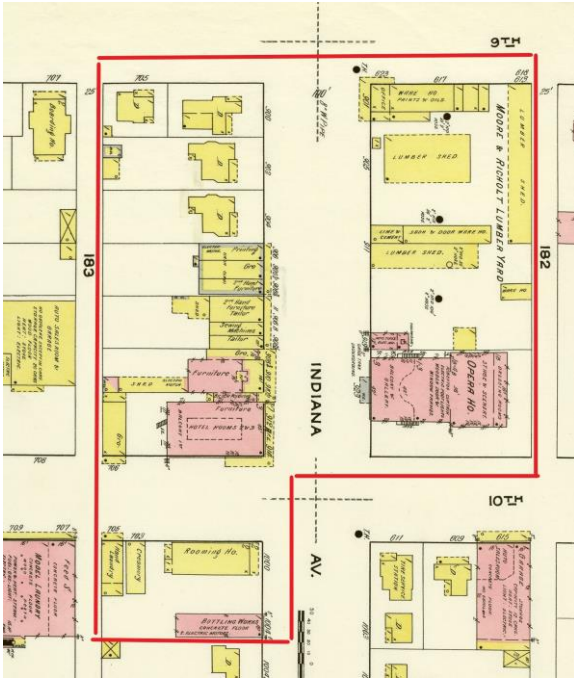
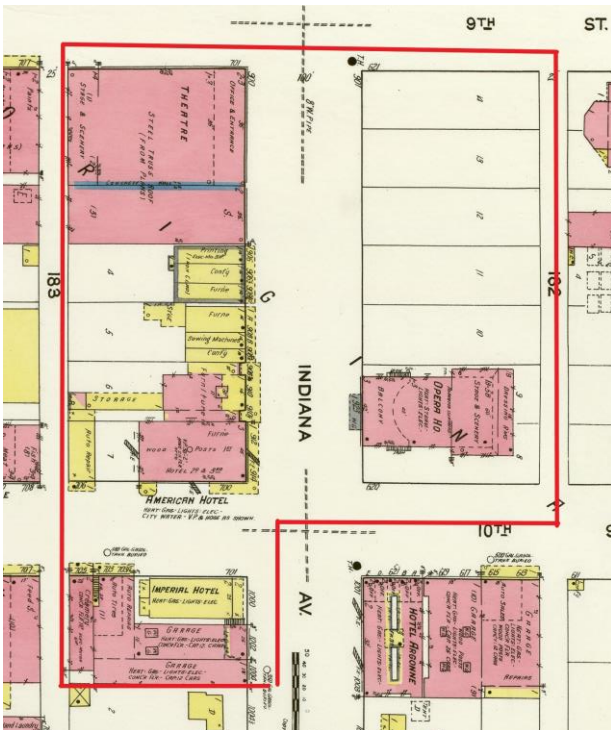


Figure 6: Sanborn Map, 1919 p. 5 District outlined in red



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Figure 7: Sanborn Map 1925, p. 3 District outlined in red

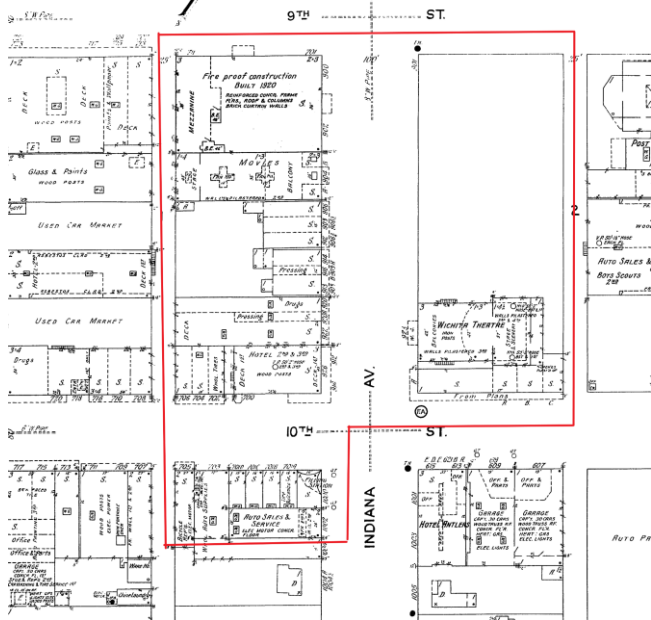
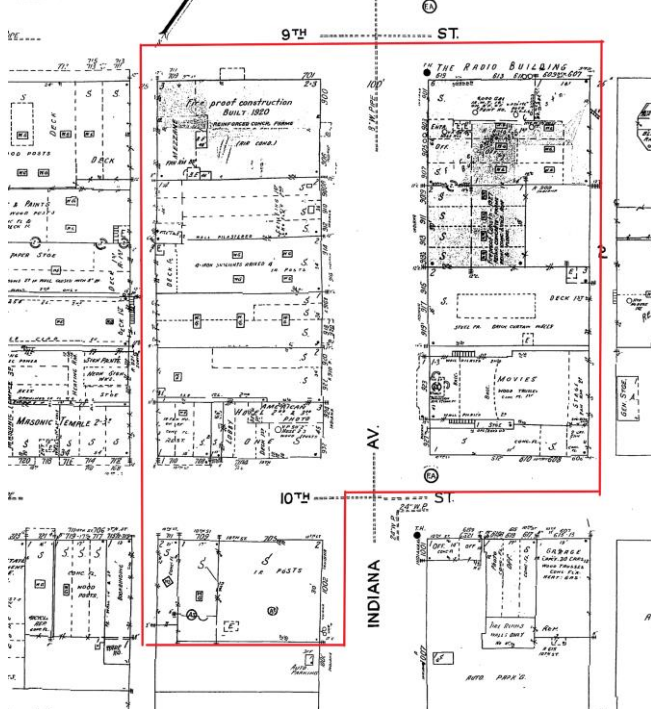


Figure 8: Sanborn Map 1925, corrected to 1950 p. 3 District outlined in red



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Figure 9: 1925 Postcard Indiana Avenue looking north from 10th Street From: Museum of North Texas History



Figure 10: 1969 Postcard Indiana Avenue looking north From: Museum of North Texas History



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Figure 11: Aerial Photograph 1925 Major Buildings denoted in red From: Museum of North Texas History

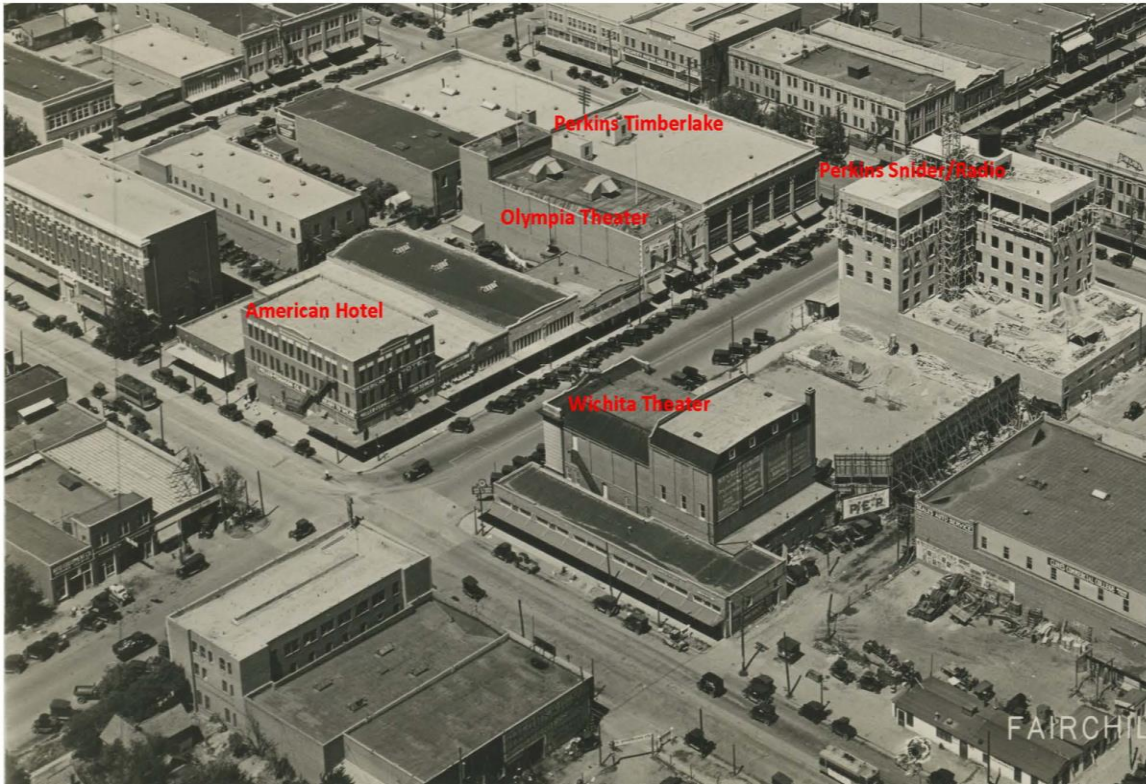
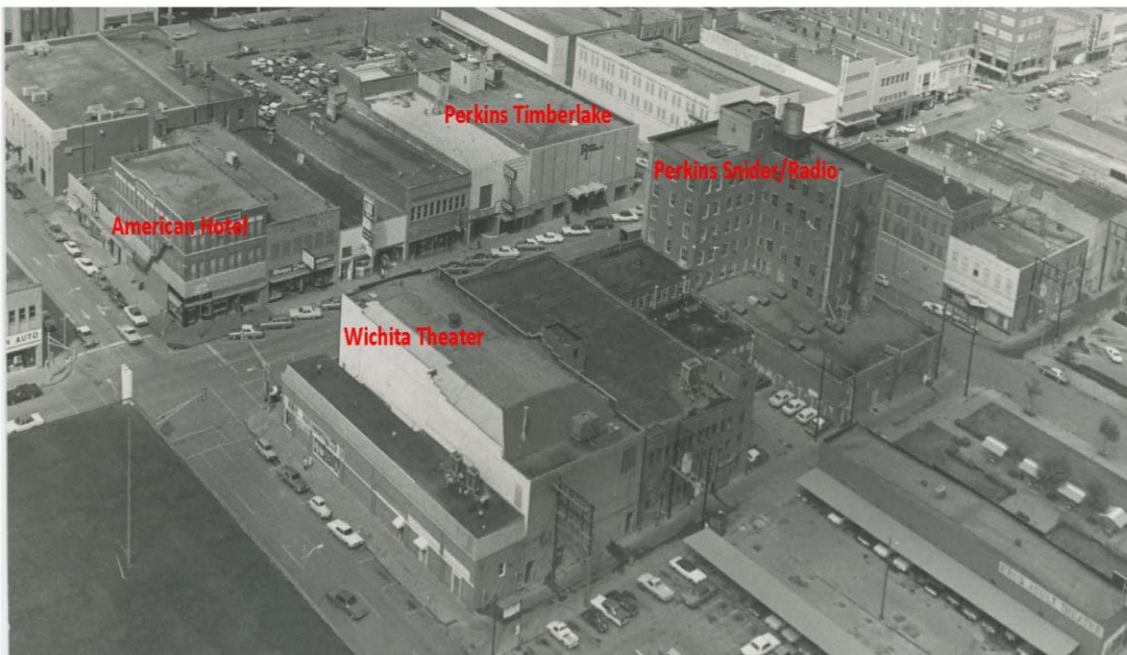


Figure 12: Aerial Photograph 1975 Major Buildings denoted in red From: Museum of North Texas History



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Figure 13: Indiana Avenue 1940 Showing Perkins Timberlake, Olympia Building, American Hotel, and Filgo Bailey Moline From: Museum of North Texas History



Figure 14: Indiana Avenue 1940s From: Museum of North Texas History

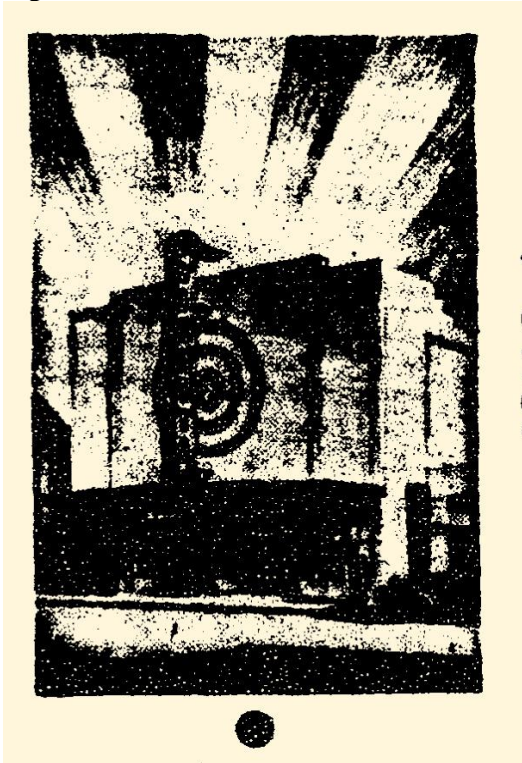


Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Figure 15: Wichita Theater 1921 From: Museum of North Texas History



Figure 16: Wichita Theater Ad November 28, 1939

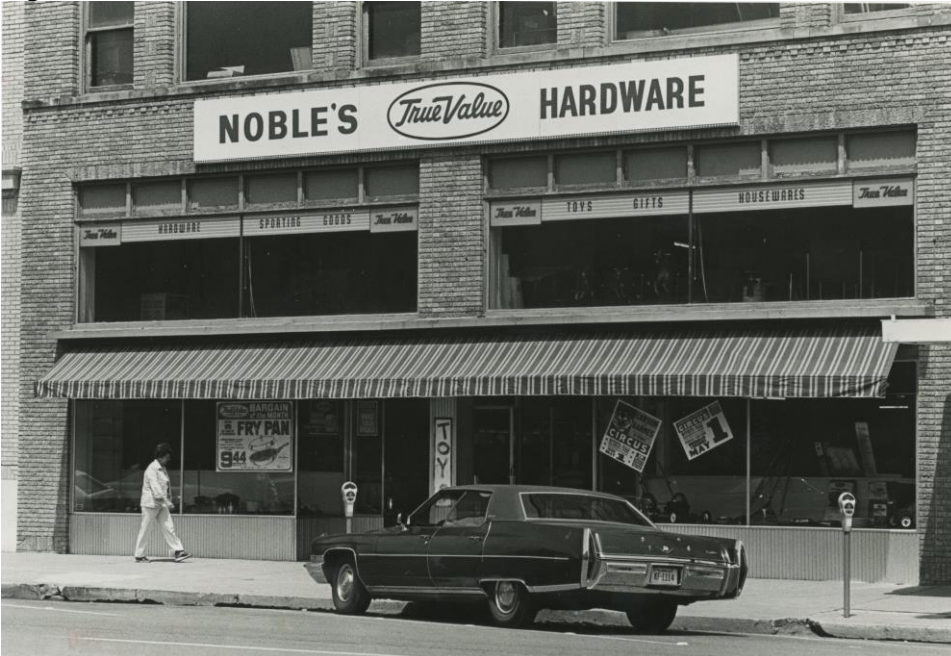


Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Figure 17: Wichita Theater 1980 From: Museum of North Texas History



Figure 18: 917 Indiana Noble Hardware 1980 From: Museum of North Texas History



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Figure 20: 927 Indiana The Parisian Wichita Falls Times May 29, 1955, p.6

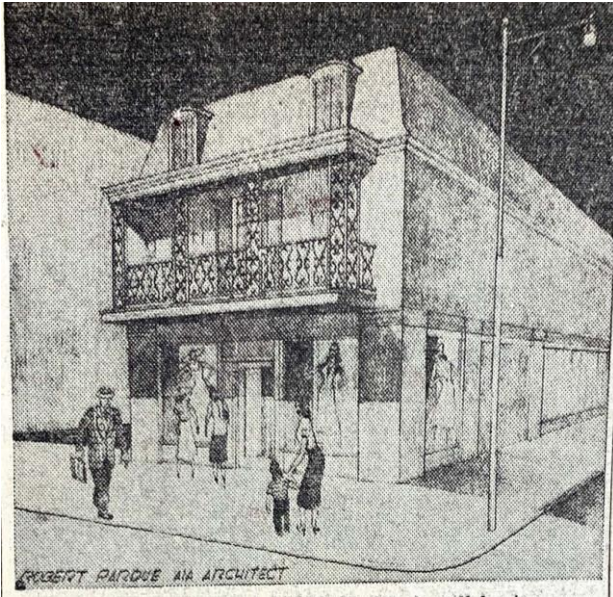


Figure 21: Filgo Bailey Moline and American Hotel 1950s From: Museum of North Texas History



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Figure 22: Perkins Timberlake Building 1925

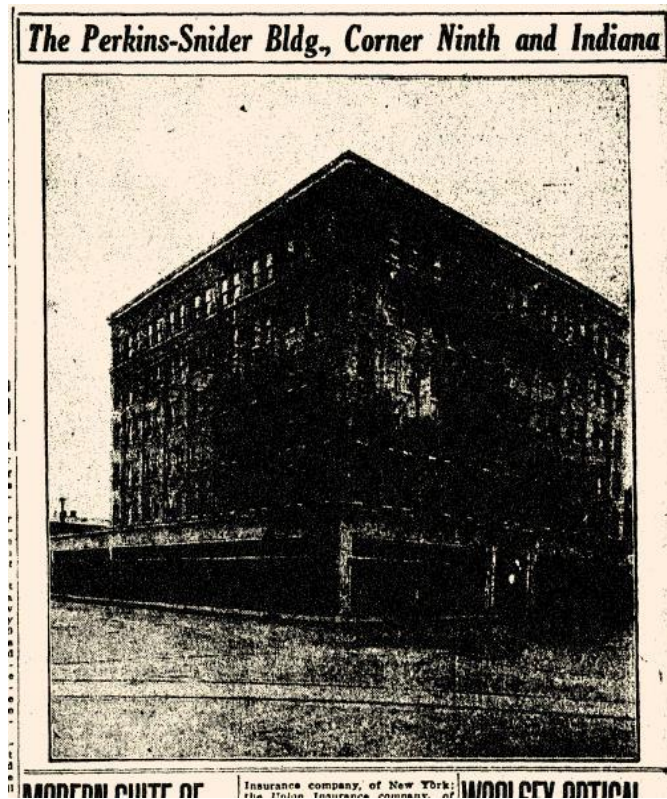
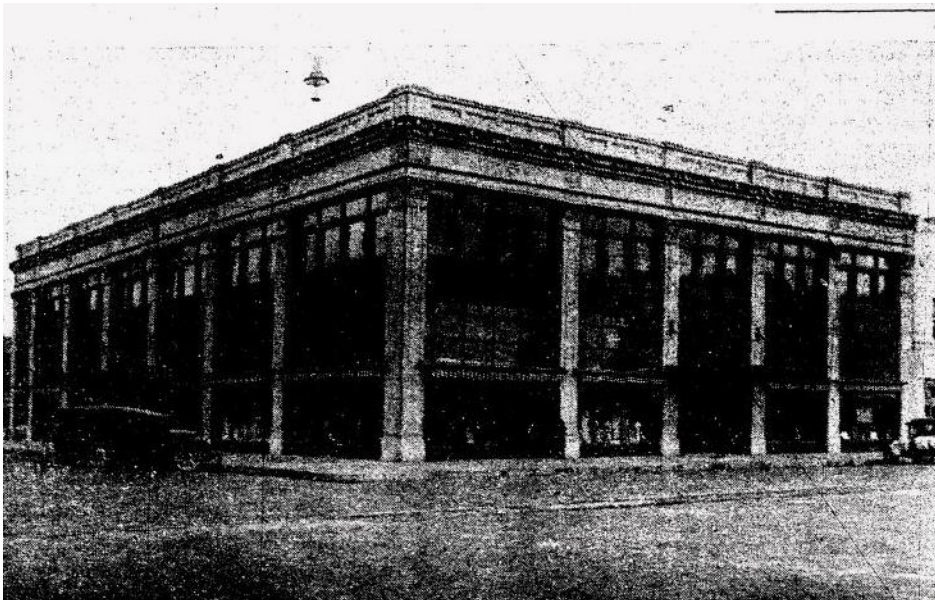


Figure 23: Perkins Timberlake 1930 Wichita Falls Times August 16, 1960, p.20



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Figure 24: Perkins Timberlake 1960 Wichita Falls Times August 16, 1960, p.20

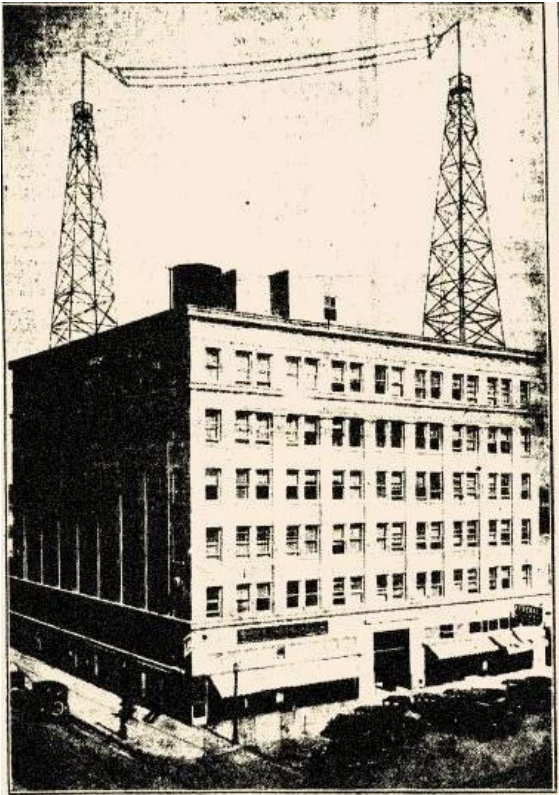


Figure 25: Perkins and Timberlake Ca. 1960 Museum of North Texas History



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Figure 25: Perkins Snider/Radio 1928 Wichita Falls Daily Times, September 9, 1928, p.31



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 1

(Property 1)

Perkins-Snider/Radio Building at 901-907 Indiana Ave. Oblique showing Northwest and Southwest (Primary) Elevations. View east.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 2

(Property 1)

Perkins-Snider/ Radio Building at 901-907 Indiana Ave, Southwest (Primary) Elevation. View northeast.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 3

(Property 1)

Perkins-Snider/ Radio Building at 901-907 Indiana Ave. Northeast Elevation. View southwest.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 4

(Property 2)

909-913 Indiana Avenue, Southwest (Primary) Elevation. View northeast.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 5

(Property 3)

McConnell Bros. Building 915 Indiana Avenue, Southwest (Primary) Elevation. View northeast.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 6

(Property 4)

Wichita Theater at 921 Indiana Avenue, Southwest (Primary) Elevation. View northeast.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 7

(Property 4)

Wichita Theater at 921 Indiana Avenue, Oblique Showing Southwest (Primary) and Southeast Elevations. View north.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 8

(Property 5)

Marcus Brothers/ Parisian Building at 927 Indiana Avenue, Southwest (Primary) Elevation. View southeast.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 9

(Property 5)

Marcus Brothers/ Parisian Building at 927 Indiana Avenue, Oblique showing Southwest (Primary) and Southeast Elevations. View north.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 10

(Property 5)

Marcus Brothers/ Parisian Building at 927 Indiana Avenue, Oblique showing Southeast and Northeast (Rear) Elevations.
View east.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 11

(Property 6)

Perkins-Timberlake Building at 900-906 Indiana Avenue, Northeast (Primary) Elevation. View southeast.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 12

(Property 6)

Perkins-Timberlake Building at 900-906 Indiana Avenue, Northwest Elevation. View southwest.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 13

(Property 6)

Perkins-Timberlake Building at 900-906 Indiana Avenue, Oblique showing Northwest and Southwest (Rear) Elevations.
View southeast.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 14

(Property 7)

Olympia Theater/ Olympia Fruit Building at 908-912 Indiana Avenue, Northeast Elevation. View southwest.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 15

(Property 8)

Kimberlin Shop/ W.T. Grant Building at 914 Indiana Avenue, Northeast Elevation. View southwest.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 16
(Property 9)
Empty lot at 916-918 Indiana, view southwest.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 17

(Property 10)

Commercial building at 920-922 Indiana Avenue, Northeast Elevation. View southwest.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 18

(Property 11)

American Hotel at 924-926 Indiana Avenue, Northeast Elevation. View southwest.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 19

(Properties 11 and 12)

American Hotel at 924-926 Indiana Avenue (right) and American Hotel Addition (left) at 704-710 10th Street, East Corner. View northwest.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 20

(Property 13)

Bailey-Moline/ Filgo Building at 1000-1008 Indiana Avenue, Northeast (Primary) Elevation. View southwest.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 21

(Property 14)

Filgo Building at 711 10th Street, Oblique Showing Northwest (Primary) and Southwest Elevations. View southeast.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 22

900 Block Indiana Ave from Northwest End, shows northeast side of block. View southeast.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 23

900 Block Indiana Ave from Southeast End, shows northeast side of block. View northwest.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 24

900 Block Indiana Ave from Southeast End, shows southwest side of block. View northwest.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 25

1000 Block Indiana Ave from Southeast End, shows southwest side of block. View southeast.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 26

700 Block 10th Street from Southwest End, showing southeast side of block. View northeast.



Indiana Avenue Historic District Wichita Falls, Wichita County, Texas

Photo 27

700 Block of 10th Street from Southwest End, showing northwest side of block. View northeast.



- end -