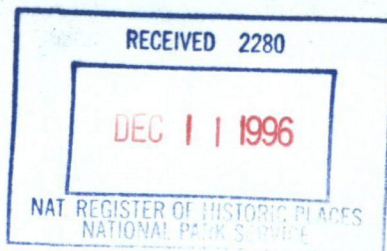


United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM



1. NAME OF PROPERTY

HISTORIC NAME: George C. Greer House

OTHER NAME/SITE NUMBER: Greer-Saner-McCutcheon House

2. LOCATION

STREET & NUMBER: 5439 Swiss Avenue

CITY OR TOWN: Dallas

STATE: Texas

CODE: TX

COUNTY: Dallas

CODE: 113

NOT FOR PUBLICATION: N/A

VICINITY: N/A

ZIP CODE: 75214

3. STATE/FEDERAL AGENCY CERTIFICATION

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this x nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property x meets does not meet the National Register criteria. I recommend that this property be considered significant statewide x locally. (See continuation sheet for additional comments.)

*Curtis J. Russell*  
Signature of certifying official

11-26-96  
Date

State Historic Preservation Officer, Texas Historical Commission

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria.  
(See continuation sheet for additional comments.)

Signature of commenting or other official

Date

State or Federal agency and bureau

4. NATIONAL PARK SERVICE CERTIFICATION

I hereby certify that this property is:

☒ entered in the National Register  
See continuation sheet.

☐ determined eligible for the National Register  
See continuation sheet.

☐ determined not eligible for the National Register

☐ removed from the National Register

☐ other (explain):

*Edson H. Beall*  
Signature of the Keeper

Date of Action

1.9.97



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**5. CLASSIFICATION**

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**OWNERSHIP OF PROPERTY:** Private

**CATEGORY OF PROPERTY:** Building

| <b>NUMBER OF RESOURCES WITHIN PROPERTY:</b> | <b>CONTRIBUTING</b> | <b>NONCONTRIBUTING</b> |
|---|---------------------|------------------------|
|   | 2                   | 0 BUILDINGS            |
|   | 0                   | 0 SITES                |
|   | 0                   | 1 STRUCTURES           |
|   | 0                   | 1 OBJECTS              |
|   | 2                   | 2 TOTAL                |

**NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER:** 1

**NAME OF RELATED MULTIPLE PROPERTY LISTING:** N/A

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**6. FUNCTION OR USE**

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**HISTORIC FUNCTIONS:**

DOMESTIC: single dwelling  
DOMESTIC: secondary structure

**CURRENT FUNCTIONS:**

DOMESTIC: single dwelling  
DOMESTIC: secondary structure

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**7. DESCRIPTION**

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**ARCHITECTURAL CLASSIFICATION:** LATE 19TH AND 20TH CENTURY REVIVALS: Italian Renaissance;  
Georgian Revival

**MATERIALS:** FOUNDATION stone; concrete  
WALLS brick  
ROOF slate  
OTHER wood; stone; glass

**NARRATIVE DESCRIPTION** (see continuation sheets 7-5 through 7-12).



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## National Register of Historic Places Continuation Sheet

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George C. Greer House  
Dallas, Dallas County, Texas

### DESCRIPTION

The 1916 George C. Greer House is a 2 1/2-story brick building in the Swiss Avenue Historic District (NR 1974) in east Dallas. Built by Hal Thompson in 1916, the home embodies an early 20th-century eclectic interpretation. Not a revival of any one design, the building mixes Italian Renaissance and Georgian Revival styles with a combination of brick, wood, and stone features. The exterior displays a large terrace flanked by end porches and a slate hip roof. Numerous windows accented with shutters, keystone lintel caps, and stone sills characterize the red brick facade. Mahogany woodwork and a grand double staircase decorate the interior. A 2-story brick carriage house converted into a garage for motor vehicles in 1929 constitutes the other Contributing resource of the property. Two Noncontributing resources that post date the period of significance consist of a greenhouse and a small landscaped area with a fountain and statues on the east side of the home. Although the interior of the house has been slightly altered over time, the exterior remains in excellent condition with very little alteration since its construction, maintaining a high level of its historic integrity in all aspects.

As part of the Swiss Avenue Historic District (NR 1974), northeast of Dallas' downtown central business district, the 1916 George C. Greer House is surrounded by other early 20th century residences that display a wide range of stylistic influences. The equal setbacks, siting, and common height and building materials of these houses characterize and lend continuity to the neighborhood (Figure 7-11). Originally designed with two streets, one for public traffic and one for private use, Swiss Avenue today is a tree-lined, parkway-divided boulevard.

Some houses in the district display distinctive architectural influences such as Classical Revival, Queen Anne, or Georgian Revival, while many, such as the Greer House, display a mix of more than one stylistic influence. At the center of the Swiss Avenue Historic District, near its intersections with Parkmont and Bryan, the Greer House faces two other houses built at the same time showing Georgian Revival influences, the W.M. Taylor House at 5416 Swiss Avenue and the G.M. Taylor House at 5420 Swiss Avenue.

The front facade of the George C. Greer House faces south towards Swiss Avenue and measures approximately 85 feet by 70 feet, including end porches and terrace. The facade displays a combination of brick, stone, and wood features with large projecting wings and open galleries that balance the house (Photo 1). The symmetrical facade displays Georgian Revival details such as keystone lintels, a Palladian motif repeated in the loggias and dormer, stone quoins which wrap the corners of the central pavilion, and delicate balustrades around the porches, terrace, and dormer. Its hipped roof, arches and colonnades decorating the recessed main entrance, and two projecting side galleries reveal characteristics of the Italian Renaissance style.



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George C. Greer House  
Dallas, Dallas County, Texas

The lower level of the front (south) facade (Photo 1) features four, 16-light casement windows with 8-light transoms above each. Each of the four windows feature shutters, stone sills, and keystone lintel caps, characteristics that occur in most of the windows throughout the exterior. The central pavilion features three semi-circular stone arches (3 Roman arches with keystones) with two Doric columns. A small gallery within the archway leads to three mahogany French doors with elliptical arches and fan lights above each. Stone quoins wrap the central pavilion and the main mass. Decorative stone pilasters cover the quoins on the lower portion of the central pavilion. A stone balustrade decorates the front terrace while wooden balustrades decorate the end porches.

The brick and concrete terrace connects to a central sidewalk with three separate sets of steps. A huge central stone planter provided for landscaping enhances the main steps (Photo 1). Four large urns on brick pedestals decorate the balustrade on the terrace. Two large cast stone urns with stone pedestals are also attached to a balustrade on the central portion of the terrace.

The end porches each display a centrally located Roman arch flanked by wooden fluted pilasters behind two wooden Doric columns (Photo 1). The sides of the porches facing away from the house feature three Doric columns while the sides connected to the front terrace feature two. Open galleries within the porches lead to French doors with transoms located behind the arch of each porch. The right end porch has double mahogany doors that open into the dining room. The left end porch has double French doors with transoms that open into the parlor. The balustrades run along both the front and sides and the upper and lower levels of the end porches. Nine small urns and pedestals on the upper level of each end porch run along the balustrade and cap each of the seven Doric columns and two pilasters that surround each porch, except for the corner attached to the main mass of the house. An urn also caps the brick posts at the corners.

The second level of the front facade features four double sash, 16-light windows with shutters and keystone lintels like those on the lower level but without transoms (Photo 1). Two windows each flank the central pavilion. A belt course runs beneath the four windows, but not across the central pavilion. The central pavilion features a Palladian motif, with the central portion consisting of a 16-light window with two attached double sash, 8-light windows and a small balcony constructed of iron with wooden scroli-like modillions and flooring beneath. Two small, 6-light side lights flank the central window. Keystone lintels and stone sills also decorate the pavilion windows. Atop the end porches are balustrades and sleeping porches. Above the rear section of the end porches are three double-hung, 12-light dentical connected windows capped by keystone lintels.

A wooden cornice that includes a freize, bed molding, scroli-like modillions, and fascia and crown molding accent the eaves surrounding the house. Over the central pavilion on the roof, a balustrade accented by four small urns and pedestals stands directly in front of a dormer with a Palladian window (Photo 1). The



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George C. Greer House  
Dallas, Dallas County, Texas

Palladian includes two central domed casement windows with 12-lights each and four 8-light windows, two on each side, accented with an arch and pilasters. Three brick chimneys rise above the hipped slate roof, one on the west side of the house with three cast stone circular pots and two on the southeast and northeast sides of the house with one cast stone circular pot each (Photo 2).

The east side facade faces the landscaped area and displays an irregular plan featuring a 1-story section abutting the 2-story east and north sides (Photo 2). Windows accented with keystone lintels and stone sills also characterize this facade. Two windows on the back part of the easternmost projecting wing face north to the back of the house. The lower level window consists of 8-lights each with a 4-light transom above. Above it is a 12-light, double-hung sash window capped by the freize. A door on the injected side of the house facing features a 12-light window on the top half capped by a keystone lintel. Next to it are two identical double-hung, 12-light windows that share a stone sill. To the right of these windows is an east-facing door similar to other door but with a 6-light transom above. Above the side by side lower level windows is a small double sash, 12-light window with shutters. The rear side of this section on the lower level facing north features two double-hung, 12-light windows. The indented upper level features a small double-hung, single-light window facing the rear. Also on the indented upper level facing east is a double-hung, 12-light window with shutters. Below this window and slightly to the right of the 1-story section are two identical (attached) 8-light windows.

An off-center projecting wing and a 3-sided porch characterize the north (rear) facade (Photo 2). In the center of the rear projecting wing is a tripart window with 12-lights per window covered by a large awning. On the second level of this section is are two identical double-hung, 12-light windows with the one on the right featuring shutters. On the west side of this rear projecting section is a double-hung, 12-light window next to a narrow 4-light window. This window pattern repeats on the second level, directly above the first level windows. Slightly to the left of these windows is a brick chimney with one stone pot formerly used for a wood burning stove in the kitchen. A large attic vent protrudes from the roof slightly to the right of the chimney. Connected to this section is a diagonal, 3-sided back porch that faces northwest and connects to the main indented mass of the house in the rear.

The 3-sided back porch is constructed of brick, wood, concrete, and stone. It features a flat projecting canopy supported by two wooden Doric columns and brackets. Behind each Doric column is a brick post. Concrete steps with a keystone lintel above and metal handrails lead up to the porch. Larger steps beneath the canopy were previously used for carriage passengers. On the right side of the porch is a rectangular opening with a keystone lintel above and a wooden balustrade at the bottom. A stone belt course runs along the top of the porch. Beneath the porch and facing north is a wooden back door with a small rectangular window, keystone lintel, and stone sill. To the right of the door is a 6-light window also with a keystone lintel and stone sill.



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George C. Greer House  
Dallas, Dallas County, Texas

Above the porch, a north-facing quinpart window consists of 8-lights with a 4-light transom above. The window features a keystone lintel running the entire length of the window and a stone sill at the bottom. Above these windows on the roof a dormer faces north and extends from the front side. It features a Palladian window with two central domed 12-light casement windows and four side windows, two on each side with 8-lights each. A wooden arch and wooden pilasters accent the dormer. Directly to the right of the dormer and facing north is another large attic vent.

On the rear main section of the house and to the right of the porch are two identical 16-light windows with two 4-light transoms above each. Both windows feature shutters, keystone lintels, and stone sills similar to those seen on the front facade. Above these windows are two identical double-hung, 12-light windows also with keystone lintels and stone sills. To the right of this section is an injected section. On the lower level is a tripart window, each being double-hung with 12-lights and sharing a keystone lintel and stone sill. Directly above these windows on the upper level is an identical set of windows capped by the frieze instead of a keystone lintel.

The west side facade features similar window patterns seen throughout the exterior. Two identical lower level windows are double-hung, 12-light windows with keystone lintels and stone sills. Above them on the upper level are four identical windows connected in pairs. Each double-hung window has 12-lights, share a stone sill, and are capped by the frieze.

Decorative woodwork including two pilasters at each door decorate the main entrance of the house which consists of three French doors with elliptical arches and fan lights above each. Pocket French doors surrounded by pilasters also stand on each side of the entrance. Ten pilasters form an integral part of the woodwork in the entrance area. Also in the entrance area a decorative wooden beam runs across the ceiling supported by two fluted Ionic columns at the base of the stairs and two fluted Ionic pilasters at each side of the entrance.

The home is rectangular in shape with an entrance, a central hall, and a grand double staircase that leads to the second floor (Map-21). Behind the staircase is a small bathroom. A parlor with a study attached to the left side sits to the left of the entrance. To the right of the entrance is a dining area with a sunroom attached to the right side. Behind the dining area is a butler's pantry, and to the rear of the butler's pantry is a small serving area. Behind this area is the kitchen with a storage area to the right.

The interior entrance features a mahogany grand double staircase with balustrade railing that runs down the stairs and connects with the two Ionic columns in the entrance area (Photo 5). The staircase displays a landing with the stairs turning on each side of it and proceeding to the second floor. Elaborate woodwork and



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George C. Greer House  
Dallas, Dallas County, Texas

paneled soffits decorate the staircase the first floor ceiling. Beneath the central overhanging balcony on the second level and visible from the first level is a decorative wood carved flower design.

On the left side of the entrance, in the parlor, decorative mahogany trim accents the ceiling and hardwood floor. The front and rear of the room features pilasters surrounding the windows. Pilasters also decorate each side of a full length mirror on the right side of the parlor near the rear and the pocket doors that lead into the entrance area. On the left side near the back of the parlor a pocket door with a transom leads to the study. The fireplace on the left side of the parlor displays a combination of wood, brick, and marble features. Many decorative features including a wood carved flower design beneath the mantle in the center elaborate the woodwork around the fireplace which is topped by a large mirror. Also beneath the mantle are four small fluted pilasters, two on each side of the firebox. Marble runs above and along the sides of the firebox. Decorative beaded wood runs parallel with the mantel. French doors with a transom above open onto the left end porch to the left of the fireplace. Decorative wood pilasters also surround the doors.

In the study, to the left of the parlor, is another fireplace. This fireplace backs up to the one in the parlor and is covered with ceramic tiles. The area also features built in bookshelves and decorative wood trim along the ceiling and floor. At the front of the study, two French doors open onto the left end porch.

On the right side of the entrance is the dining area, accented by decorative wood trim along the ceiling and floor. Double French pocket doors surrounded by pilasters lead into the entrance area. Two windows at the front of the dining area face out onto the terrace. On the right side of the room mahogany double doors with decorative wood molded flowers flank a large mirror surrounded by wood molding. A panel above the doors displays decorative olive leaf molding. The doors on the left side of the mirror lead into the sunroom, while the doors on the right side lead onto the right end porch. Pilasters accent both doors which feature brass hinges and door handles. A door in the rear of the dining area leads into the butler's pantry. The butler's pantry features glass-front cabinets and a concealed servants' staircase. Beyond the butler's pantry is the serving area and the kitchen which constitutes the most altered portion of the house with marble tiles and a fabricated decorative ceiling with modern lighting. Some of the cabinets have also sustained alterations.

The second floor consists of seven bedrooms and three bathrooms (Map-22). On the south side, opposite the main staircase, there are three bedrooms and one bathroom. To the right of the main staircase is a smaller staircase leading to the third story dormer.

On the third story dormer there is a bedroom on the left with a study or optional bedroom on the right (Map-23). Behind the study is a small bathroom.



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George C. Greer House  
Dallas, Dallas County, Texas

Behind the house is a 2-story carriage house (Map-19, 20; Photo 3). The building measures approximately 21 feet by 56 1/2 feet. The carriage house features brick similar to the main house, a hipped roof, and two chimneys. The east and south sides of the building feature garage doors with pent shingle roofs supported by brackets attached to fluted wood pilasters. Window patterns throughout the carriage house consist of 9-light upper sash windows with a single-light lower sash and stone sills. To the right of the south garage door are two identical wood doors with 6-light windows in the upper portion. On the north side of the carriage house, toward the back, are the original carriage doors also capped with a pent roof. Metal awnings cover several windows on this side of the carriage house.

Other features of the property include a small greenhouse between the main house and the carriage house (Map-20). Also to the right of the house is a small landscaped area consisting of two sculptures, a central fountain, landscaped shrubs, and a circular brick walkway (Photo 3).

Although the exterior remains predominately unchanged, there have been several changes to the interior of the house. In the 1920s much of the mahogany woodwork that is currently part of the interior was added. In the 1940s the ground floor of the house, including the stairs, was carpeted. In 1985 the carpet was removed to expose the hardwood floor. In the entrance area marble floor tiles were added. The kitchen has also been modified and the wood burning stove removed. In 1985 cabinets and a marble tile floor as well as a fabricated decorative ceiling with modern lighting fixtures were installed in the kitchen. Remarkably, much of the interior paint finish is original and from the 1920s, with minor touch ups done during the 1985 renovation. The exterior of the home has strictly maintained its historic integrity largely due to the fact that house is considered a Contributing resource of the Swiss Avenue Historic District.



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George C. Greer House  
Dallas, Dallas County, Texas

## FIGURE 7-11

Characteristic streetfront in the Swiss Avenue Historic District  
5900 Block of Swiss Avenue looking southwest





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George C. Greer House  
Dallas, Dallas County, Texas

**FIGURE 7-12**  
George C. Greer House, 1971





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**8. STATEMENT OF SIGNIFICANCE**

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**APPLICABLE NATIONAL REGISTER CRITERIA**

- ☐ **A** PROPERTY IS ASSOCIATED WITH EVENTS THAT HAVE MADE A SIGNIFICANT CONTRIBUTION TO THE BROAD PATTERNS OF OUR HISTORY.
- ☐ **B** PROPERTY IS ASSOCIATED WITH THE LIVES OF PERSONS SIGNIFICANT IN OUR PAST.
- ☒ **C** PROPERTY EMBODIES THE DISTINCTIVE CHARACTERISTICS OF A TYPE, PERIOD, OR METHOD OF CONSTRUCTION OR REPRESENTS THE WORK OF A MASTER, OR POSSESSES HIGH ARTISTIC VALUE, OR REPRESENTS A SIGNIFICANT AND DISTINGUISHABLE ENTITY WHOSE COMPONENTS LACK INDIVIDUAL DISTINCTION.
- ☐ **D** PROPERTY HAS YIELDED, OR IS LIKELY TO YIELD, INFORMATION IMPORTANT IN PREHISTORY OR HISTORY.

**CRITERIA CONSIDERATIONS:** N/A

**AREAS OF SIGNIFICANCE:** Architecture

**PERIOD OF SIGNIFICANCE:** 1916 1929

**SIGNIFICANT DATES:** 1916 1929

**SIGNIFICANT PERSON:** N/A

**CULTURAL AFFILIATION:** N/A

**ARCHITECT/BUILDER:** Thompson, Hal B. (architect)

**NARRATIVE STATEMENT OF SIGNIFICANCE** (see continuation sheets 8-13 through 8-16).

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**9. MAJOR BIBLIOGRAPHIC REFERENCES**

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**BIBLIOGRAPHY** (see continuation sheet 9-17 through 9-18).

**PREVIOUS DOCUMENTATION ON FILE (NPS):** N/A

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested.
- ☒ previously listed in the National Register (*Swiss Avenue Historic District*)
- ☐ 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*)
- ☐ Other state agency
- ☐ Federal agency
- ☒ Local government
- ☐ University
- ☒ Other -- Specify Repository: Dallas Public Library, Local History Dept.



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George C. Greer House  
Dallas, Dallas County, Texas

## STATEMENT OF SIGNIFICANCE

The 1916 George C. Greer House is named after its first owner and resident, George C. Greer, a prominent Dallas businessman and co-founder of Magnolia (Mobil) Petroleum Company. Part of the Swiss Avenue Historic District, the property represents the growth of wealth and industry in Dallas during the early 20th century due to developing industries and businesses such as petroleum, railroads, and real estate. The Greer House, like the other residences around it, was developed for a new, wealthy class of citizens in a planned subdivision known as Munger Place. The houses erected in the district reflected the wealth and prominence of the residents that the neighborhood was designed to attract. Designed by Dallas architect Hal B. Thompson, this elaborate and well preserved house continues to be one of the most admired homes in Dallas. For its unique combination of Georgian Revival and Italian Renaissance stylistic features, and for its representation of an upper class residence built as a result of the economic and industrial growth in Dallas during the early 20th century, the house qualifies under Criterion C in the area of Architecture at the local level of significance.

Dallas at the turn of the century was a city of growth and change, with industry and manufacturing becoming an increasingly important facet of the economy. In 1890, Dallas had a population of 38,067, making it the largest city in the state. By 1904, the population increased to 42,638, although the 1904 *Texas Almanac and State Industrial Guide* estimated it to be closer to 75,000 due to the recent annexation of nearby Oak Cliff and other smaller populous areas. Eight rail lines traversed the city, radiating in 15 different directions, making it a major transportation outlet. The number of banking institutions in the city made Dallas the most important financial center in the state. Also in 1904, Dallas ranked first of all Texas cities in manufacturing, and industries such as petroleum were rapidly increasing due to the massive oil discovery at Spindletop in Jefferson County in 1901. This discovery marked the birth of the modern petroleum industry and led to the formation of several corporations, including the Magnolia Petroleum Company in Dallas.

Robert S. Munger of Dallas played a major role in the growth of the manufacturing industry in Dallas. He became wealthy manufacturing cotton gin machinery, organizing the Cotton Machine Company in Dallas in 1888 and the Northington-Munger-Pratt Company in 1892 in Birmingham, Alabama. In 1899 he merged these and other companies to form the Continental Gin Company in Dallas, which soon became the largest manufacturer of cotton gins in the United States. The company's buildings in east Dallas, just south of the Swiss Avenue Historic District, are listed on the National Register (NR 1983). By 1902, after observing restricted residential districts in Birmingham, Munger sold his interest in the company and devoted his resources to real estate in order to devise such a subdivision for Dallas. His real estate dealings eventually led to the accumulation of over three hundred acres in East Dallas. In 1905, he created Munger Place, an exclusive residential area designed to attract the leaders and wealthy citizens of Dallas.



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George C. Greer House  
Dallas, Dallas County, Texas

Swiss Avenue constitutes the main thoroughfare of the Munger Place district. To make Swiss Avenue the most prestigious of all the streets in the subdivision, Munger set aside land for a private drive on the north side of Swiss Avenue and a section to divide it from the public thoroughfare on the south. To ensure prestige, Munger purportedly brought a new concept to residential planning in Dallas called deed restrictions. Among the restrictions were that all property would be sold to white persons only, that all residences would be at least two full stories, and that all residences would cost at least \$10,000. The front porch of any residence was to be not less than 60 feet from the front property line and not more than 70 feet. There were also to be no stables or barns or other outhouses within 150 feet from the front line of the property. All residences were to face Swiss Avenue and not the side streets. A 1907 advertisement for Swiss Avenue by Munger stated that "[t]his is a New High-class Residence Addition to our beautiful city, in which probably purchasers of lots for homes will find Greater Advantages than in any other residence section in the South."

Nearby Collet Avenue provided Munger Place residents with street railway service to downtown. Other residents traveled to downtown by carriages or motor cars. The district also supplied inhabitants with upscale amenities such as paved streets, sidewalks, sewers, gas mains, and electric street lights. The nearby White Rock Reservoir and Lakewood Country Club furnished residents with recreational areas.

Munger was largely able to achieve his goal of attracting the city's elite to the district. Among the Munger Place residents were Carrie Neiman, a founder of Neiman-Marcus department stores; Ben H. Stephens, a founder of Magnolia (Mobil) Petroleum Company; and Woodall Rogers, a Dallas mayor.

In 1916, George C. Greer, a prominent Texas attorney, commissioned Hal Thompson, an architect, to design his home in the Munger Place district on Swiss Avenue.

Greer graduated from Vanderbilt University in 1883 with a Master of Arts degree, earning the Founders Medal for the highest general average. Greer's father, Lewis V. Greer, served as lieutenant-governor of Texas in 1847 and then ran unsuccessfully for governor in 1849. George Greer, like his father, also dabbled in politics, serving four years in the state senate during the 25th and 26th sessions of the senatorial body. He began practicing law in 1889 and moved to Beaumont in 1896 where he quickly gained the reputation of being one of the state's best lawyers. With the discovery of oil at the Spindletop oilfield just south of Beaumont in 1901, Greer became part of the booming petroleum industry as one of the co-founders of the Magnolia Petroleum Company (later Mobil) in 1911. He authored the company's Articles of Association, its By-Laws, and its Declaration of Trust.

Greer became a resident of Dallas in May 1914, when Magnolia's headquarters relocated to the city. In 1916, Greer moved into his new home on Swiss Avenue. He served Magnolia Petroleum Company as its general attorney and as a trustee. Greer also represented other corporations whose legal business did not



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George C. Greer House  
Dallas, Dallas County, Texas

conflict with his connection to Magnolia Oil. After becoming ill, Greer was sent to Johns Hopkins hospital in Baltimore. He died in May 1920 and his body was brought back to Dallas and a funeral was held in his home.

Greer's role in the founding of Magnolia Petroleum Company was probably his greatest achievement. By 1941 the petroleum industry, with Magnolia playing a leading role, employed over a million workers and paid wages of \$1.5 billion.

After Greer's death, John Crawford Saner moved into the Swiss Avenue home in 1920. Like Greer, Saner was a well known Texas lawyer. He also attended Vanderbilt University before switching to the University of Texas, where he graduated in 1897 and received a Master of Law degree a year later.

In 1898, Saner became associated with the law firm of Saner, Saner & Jack. Saner's name became known to lawyers all over the Southwest. Eight years after Saner was admitted to the bar he became president of the Schluter-Whiteman Lumber Company. He later became president of the Saner-Whiteman Lumber Company, then the Saner-Ragley Lumber Company, and then the W.C. Ragley Company. These south Dallas lumber companies were largely involved in the construction of Oak Cliff. Saner also held investments in oil and railroads. In late 1947, Saner moved from the Swiss Avenue home and died in July 1948.

After Saner moved out in 1947, Currie McCutcheon and his wife Ruby moved into the home. Mr. McCutcheon was a former Dallas County District Attorney and was also the defense attorney in the noted Toy-Wooley murder trial in 1933. McCutcheon founded and presided over the Lawyers Surety Corporation, a bonding and insurance firm.

McCutcheon and his wife Ruby were actively involved in Democratic Party affairs. Mrs. McCutcheon served as president of the Democratic Women's Club of Dallas County during the 1940s. After the McCutcheon's moved to Swiss Avenue, their home served as headquarters of the organization until Mrs. McCutcheon resigned. In 1948, Mrs. McCutcheon served on the welcoming committee for Harry Truman's visit to Dallas and rode in the presidential motorcade. In September 1952, Mr. McCutcheon committed suicide in the first floor bathroom of his Swiss Avenue home.

After McCutcheon's death, his wife and son Currie McCutcheon, Jr., remained in the home until Mrs. McCutcheon's death in 1979. The home was sold to Fred and Yvonne Whitaker in 1979. After the Whitaker's divorced, Dr. Barbara and Lloyd McDaniel, the current owners, bought the house in 1984.

The George C. Greer House is a notable member of the Swiss Avenue Historic District and is significant for its architectural design. Designed by architect Hal B. Thompson, the house is a hybrid mix of Georgian Revival and Italian Renaissance details, and has also been labeled an "English Palladian" style residence. Thompson, son of prominent cattleman and oilman P.M. Thompson, was born in Austin on June 24, 1882.



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George C. Greer House  
Dallas, Dallas County, Texas

He first attended the University of Texas, then later attended the Massachusetts Institute of Technology where he received a Bachelor of Science in 1906 and a Master of Science in 1907. In 1908, Thompson set up his architecture practice in Dallas. He was active in the Dallas Society of Architects, the American Institute of Architects, and designed a number of major residences in Dallas before his death on October 28, 1974.

The Greer House combines many different elements to form its hybrid style. Its mixed design combines different styles in response to functional needs. Thompson adapted traditional styles and acknowledged the harsh realities of the Texas climate, providing casement windows and French doors to deal with the typically hot summer months. Thompson did not seek to copy traditional styles, but to combine elements to be comfortable and functional. This type of design has become much more appreciated by contemporary architects as part of a current revival in architecture that has shifted attention from architecture as a response to purely functional needs.

The George C. Greer House was built in 1916, during a surge of construction in the Munger Place district that began in 1910. The property played an important role in the historical development of the residential subdivision, as it was and still is seen as one of the most significant and elegant homes of the Swiss Avenue Historic District. The grandness and elegance of the Greer House also illustrates the emerging prosperity in the city and state due to developing industries such as petroleum. While several houses on Swiss Avenue display Georgian Revival characteristics, the more elaborate Italian Renaissance features of the Greer House distinguish it from others nearby. The home has been described by the Dallas chapter of the American Institute of Architects as 'perhaps the most impressive house on Swiss Avenue.'



**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 9 Page 17

George C. Greer House  
Dallas, Dallas County, Texas

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**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section 9 Page 18

George C. Greer House  
Dallas, Dallas County, Texas

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**10. GEOGRAPHICAL DATA**

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**ACREAGE OF PROPERTY:** less than one acre

| UTM REFERENCES | Zone | Easting | Northing |
|----------------|------|---------|----------|
| 1              | 14   | 709280  | 3631860  |

**VERBAL BOUNDARY DESCRIPTION:** Lot No. 5 in BLOCK "R"/1860 of Munger Place, City of Dallas, Texas

**BOUNDARY JUSTIFICATION:** The nominated property includes the entire parcel historically associated with the 1916 house.

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**11. FORM PREPARED BY** (with assistance from Mary Dillman, THC Historian)

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**NAME/TITLE:** Jason Gray

**ORGANIZATION:** Baylor University

**DATE:** May 13, 1996

**STREET & NUMBER:** 1206 S. Jefferson

**TELEPHONE:** (214) 932-2329

**CITY OR TOWN:** Kaufman

**STATE:** TX

**ZIP CODE:** 75142

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**ADDITIONAL DOCUMENTATION**

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**CONTINUATION SHEETS**

**MAPS** (see continuation sheet Map-19 through Map-23)

**PHOTOGRAPHS** (see continuation sheet Photo-24)

**ADDITIONAL ITEMS**

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**PROPERTY OWNER**

---

**NAME:** Barbara and Lloyd McDaniel

**STREET & NUMBER:** 5439 Swiss Avenue

**TELEPHONE:** (214) 821-6801

**CITY OR TOWN:** Dallas

**STATE:** TX

**ZIP CODE:** 75214



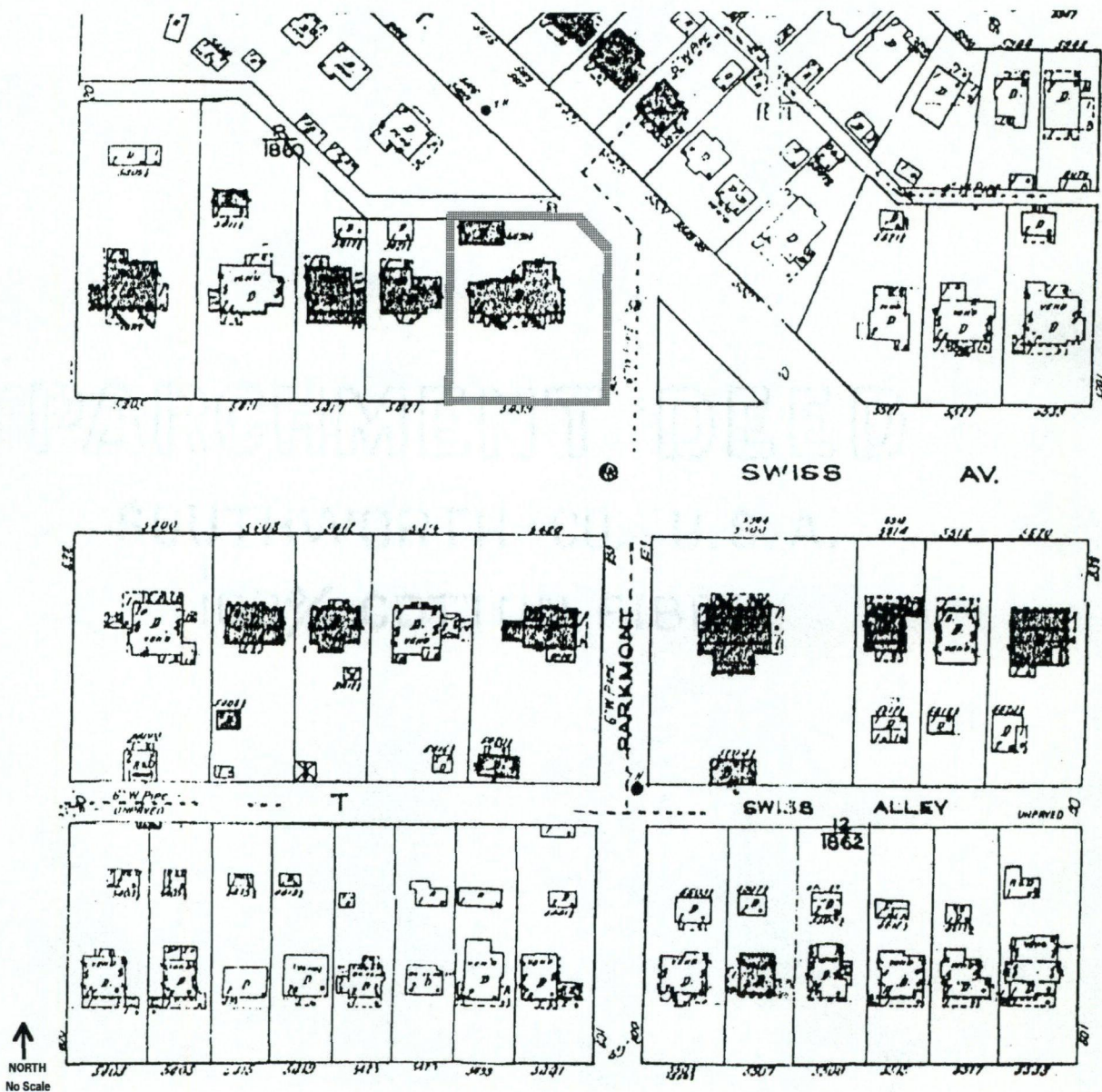
United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section MAP Page 19

George C. Greer House  
Dallas, Dallas County, Texas

1921 SANBORN FIRE INSURANCE MAP, DALLAS, TX  
Greer House lot highlighted





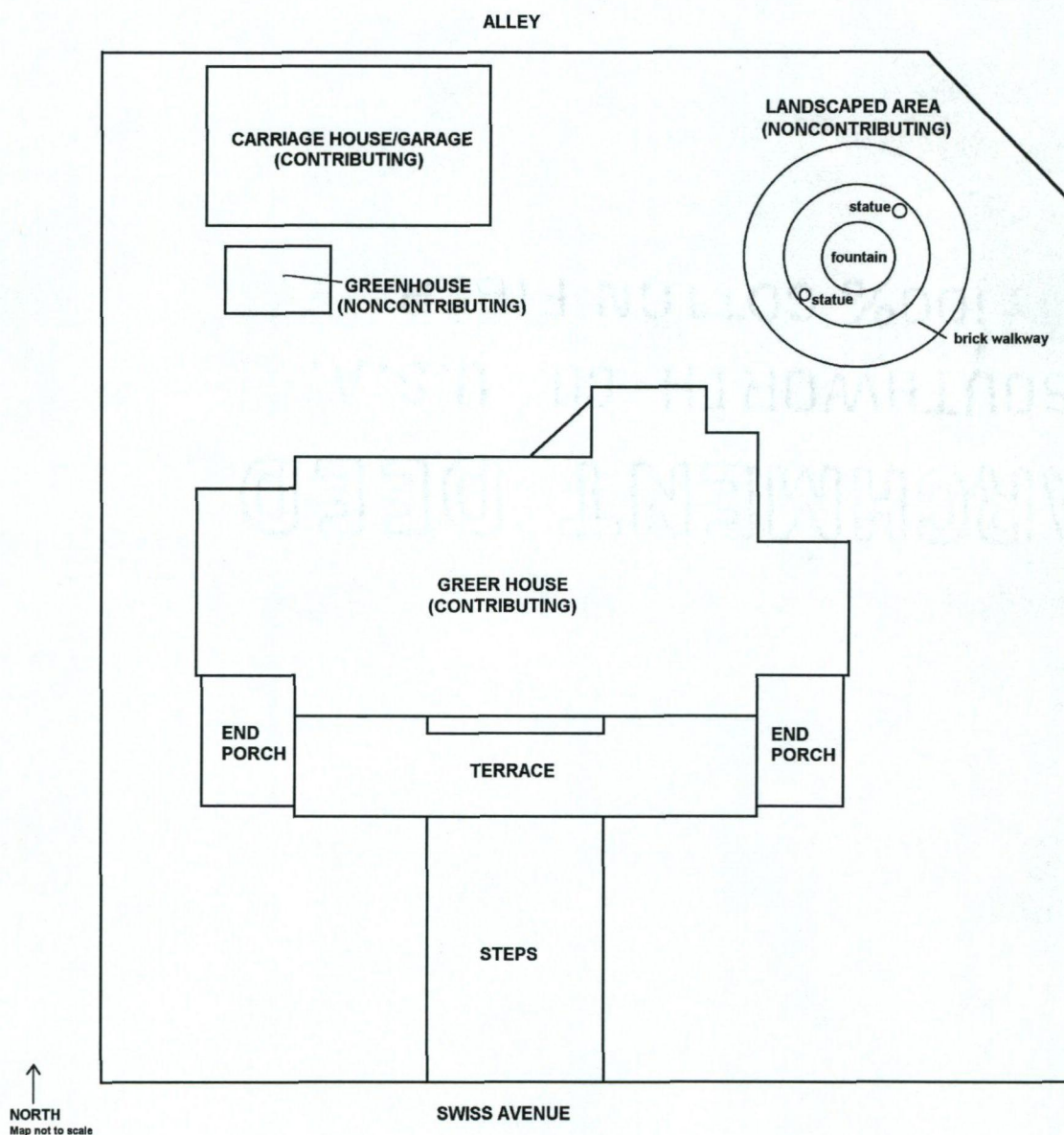
United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section MAP Page 20

George C. Greer House  
Dallas, Dallas County, Texas

SITE PLAN





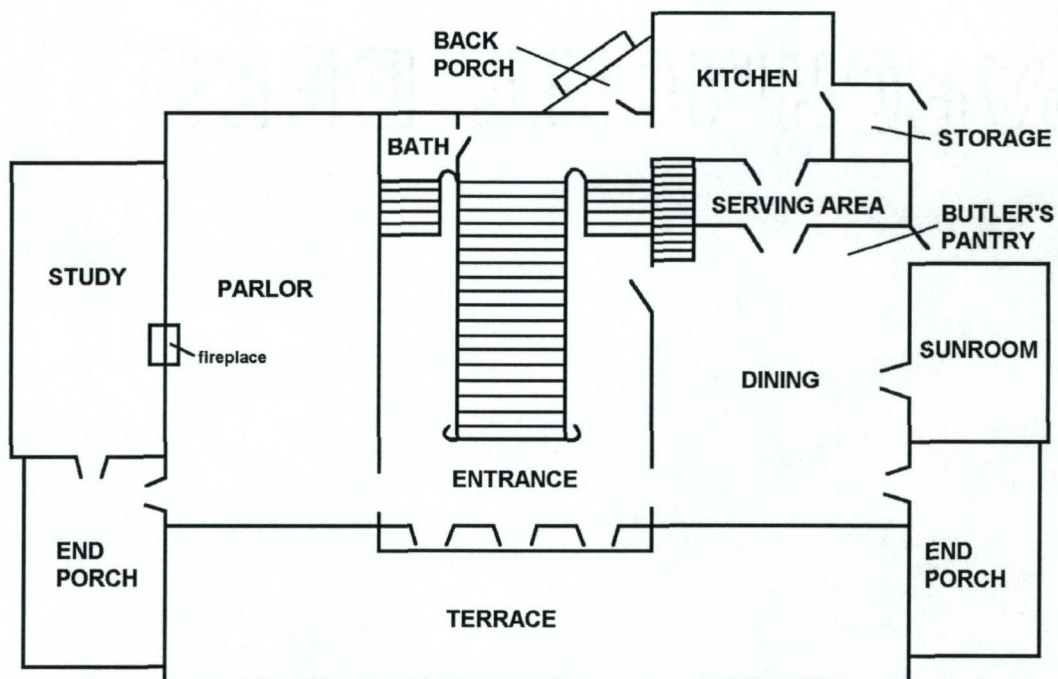
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National Park Service

National Register of Historic Places  
Continuation Sheet

Section MAP Page 21

George C. Greer House  
Dallas, Dallas County, Texas

FIRST FLOOR



↑  
NORTH  
Map not to scale



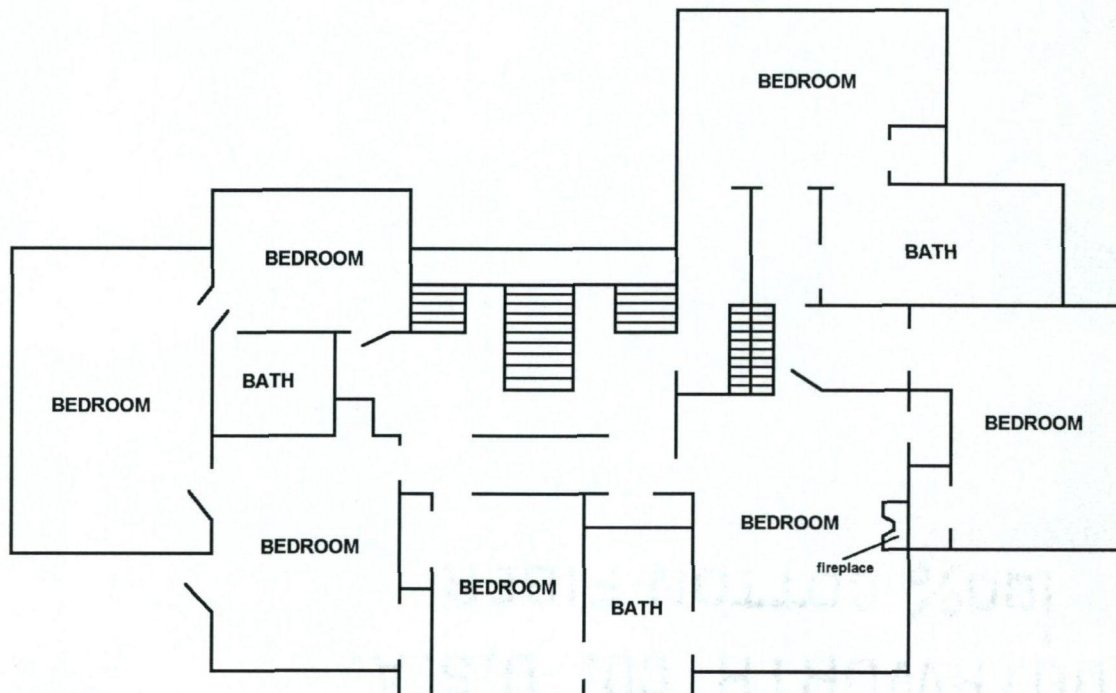
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National Park Service

National Register of Historic Places  
Continuation Sheet

Section MAP Page 22

George C. Greer House  
Dallas, Dallas County, Texas

SECOND FLOOR



↑  
NORTH  
Map not to scale



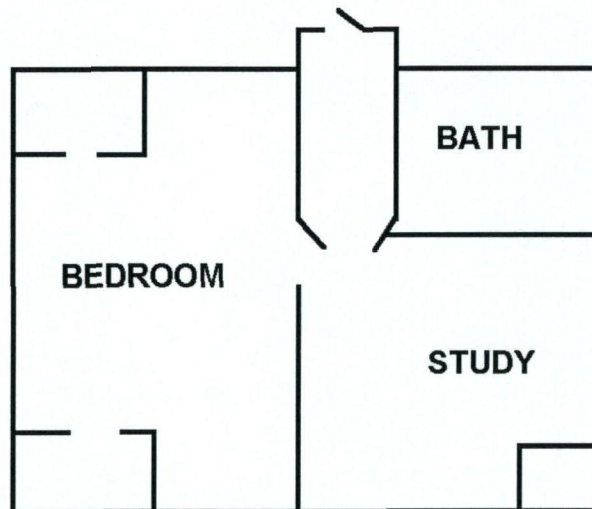
United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section MAP Page 23

George C. Greer House  
Dallas, Dallas County, Texas

## 3RD FLOOR DORMER



↑  
**NORTH**  
Map not to scale



**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section PHOTO Page 24

George C. Greer House  
Dallas, Dallas County, Texas

**PHOTO INVENTORY**

George C. Greer House

5439 Swiss Avenue

Dallas, Dallas County, Texas

All photos taken by Jason Gray, August, 1996

Negatives with Jason Gray, 1206 S. Jefferson, Kaufman, TX 75142

Front (south) facade, camera facing northwest

Photo 1 of 1

Rear (north) facade, camera facing southwest

Photo 2 of 2

Garage and landscaped area, camera facing northwest

Photo 3 of 3

East end porch, camera facing south

Photo 4 of 4

Interior grand double staircase at front entry

Photo 5 of 5



UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Greer, George C., House  
NAME:

MULTIPLE  
NAME:

STATE & COUNTY: TEXAS, Dallas

DATE RECEIVED: 12/11/96 DATE OF PENDING LIST: 12/24/96  
DATE OF 16TH DAY: 1/09/97 DATE OF 45TH DAY: 1/25/97  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 96001563

NOMINATOR: STATE

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 1-9-97 DATE

ABSTRACT/SUMMARY COMMENTS:

RECOM./CRITERIA \_\_\_\_\_

REVIEWER \_\_\_\_\_ DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE \_\_\_\_\_

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







GEORGE C. GREER HOUSE

5439 SWISS AVENUE

DALLAS, DALLAS CO., TEXAS

PHOTOGRAPH 1 of 5







GEORGE C. GREER HOUSE  
5439 SWISS AVENUE  
DALLAS, DALLAS CO., TEXAS  
PHOTOGRAPH 2 of 5







GEORGE C. GREER HOUSE

5439 SWISS AVENUE

DALLAS, DALLAS CO., TEXAS

PHOTOGRAPH 3 of 5







GEORGE C. GREER HOUSE  
5439 SWISS AVENUE  
DALLAS, DALLAS CO., TEXAS

PHOTOGRAPH 4 of 5







GEORGE C. GREER HOUSE

5439 SWISS AVENUE

DALLAS, DALLAS CO., TEXAS

PHOTOGRAPH 5 of 5

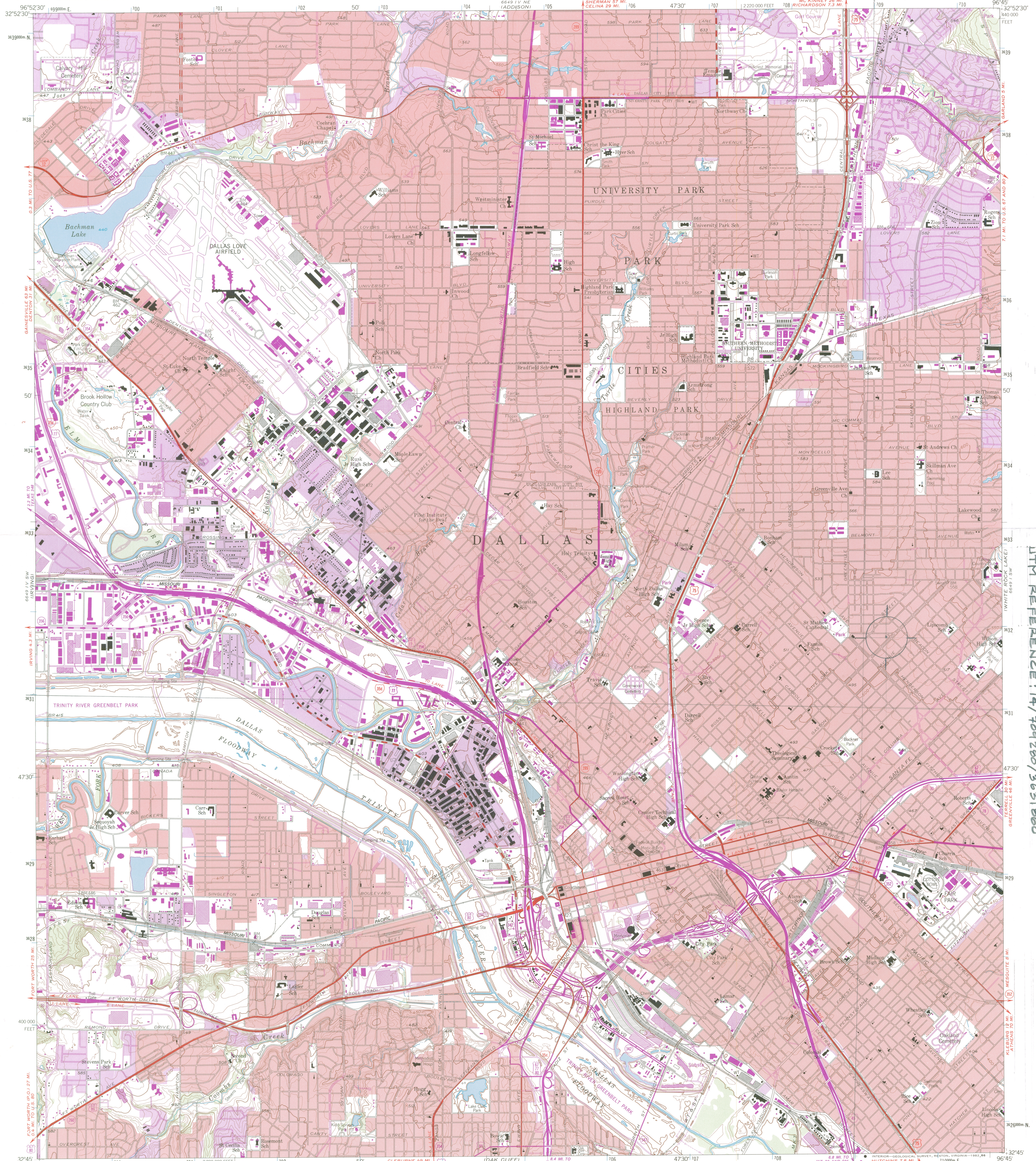


6649 IV NE  
(CARROLLTON)

UNITED STATES  
DEPARTMENT OF THE INTERIOR  
GEOLOGICAL SURVEY

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

6649 I NW  
(GARLAND)



Mapped, edited, and published by the Geological Survey

Control by USGS and NOS/NOAA

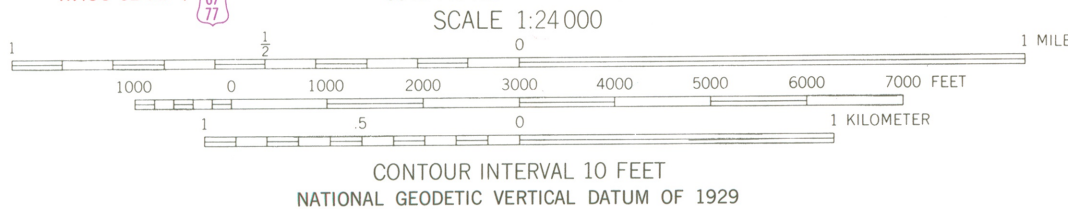
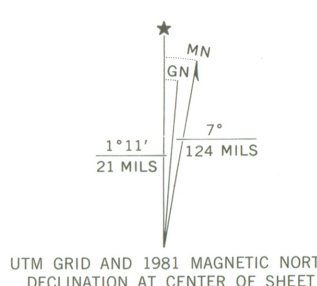
Culture and drainage in part compiled from aerial photographs taken 1952 and 1956. Topography from City of Dallas surveys 1954 and by planetable surveys 1958

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

Red tint indicates areas in which only landmark buildings are shown

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

Purple tint indicates extension of urban areas



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



QUADRANGLE LOCATION

| ROAD CLASSIFICATION |                 |
|---------------------|-----------------|
| Heavy-duty          | Light-duty      |
| Medium-duty         | Unimproved dirt |
| Interstate Route    | U. S. Route     |
|                     | State Route     |

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

1958  
PHOTOREVISED 1981  
DMA 6649 IV SE-SERIES V882

GEORGE C. GREER HOUSE  
5439 SW 155 AVENUE  
AUSTIN, TRAVIS CO., TEXAS  
UTM REFERENCE: 14/709280/3631860





TEXAS  
HISTORICAL  
COMMISSION



*Memorandum*

TO: Carol Shull, Keeper of the National Register

FROM: Mary Dillman *Mary*

DATE: November 18, 1996

RE: George C. Greer House

---

The enclosed nomination of the George C. Greer House in Dallas, Dallas County, is an individual nomination of a property already listed on the National Register as a Contributing resource of the Swiss Avenue Historic District, listed in 1974.

This nomination was prepared by Baylor University student Jason Gray as a part of Dr. T. Lindsay Baker's Documenting and Interpreting Historic Sites course. Built in 1916, the house is a well preserved example of an upper class residence displaying mixed architectural influences. The nomination includes a discussion of other features of the property such as the carriage house, converted into a garage in 1929, that the district nomination did not include. The nomination supports listing under Criterion C in the area of Architecture at the local level of significance.