

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Clyde's Supermarket and T.G.&Y.

Other names/site number: Clyde's Grocery, The T.G.&Y. Building, Brown's Bakery

Name of related multiple property listing: N/A

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 1100 N. Walker Ave. and 429 NW 10th St.

City or town: Oklahoma City State: OK County: Oklahoma

Not For Publication: Vicinity: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 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 at the following level(s) of significance:

___ national ___ statewide **X** local

Applicable National Register Criteria:

X A ___ B **X** C ___ D

<p>_____</p> <p>Signature of certifying official/Title:</p> <p>_____</p> <p>State or Federal agency/bureau or Tribal Government</p>	<p>_____</p> <p>Date</p>
<p>In my opinion, the property ___ meets ___ does not meet the National Register criteria.</p>	
<p>_____</p> <p>Signature of commenting official:</p> <p>_____</p> <p>Title :</p>	<p>_____</p> <p>Date</p> <p>_____</p> <p>State or Federal agency/bureau or Tribal Government</p>

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4. National Park Service Certification

I hereby certify that this 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

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>2</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>1</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>3</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register N/A

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/specialty stores

Current Functions

(Enter categories from instructions.)

VACANT/NOT IN USE

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7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT

Materials: (enter categories from instructions.)

Principal exterior materials of the property: _

BRICK, METAL/steel, GLASS, WOOD/Plywood/particle board

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary

Clyde's Supermarket and T.G.&Y. is located between Park Place and NW 10th Street just northwest of the central business district of Oklahoma City, Oklahoma County, Oklahoma. Two Modern Movement commercial buildings occupy a wedge-shaped site at the west end of a city block. An asphalt-paved parking lot fills the west side of the site. The one-story Clyde's Supermarket Building (1949) is located at 1100 N. Walker Avenue. It is situated in the northeast corner of the site and oriented west. The building has a simple rectangular plan. Bowstring trusses provide structure to the curved roof, and structural steel columns are integrated into north and south modular brick walls. Historic storefronts fill the west half of the south wall. The west (primary) façade is a historic wood-framed window wall that follows the curved contour of the roof. There is a service entrance on the east (rear) elevation. Flat compressed wood fiber board soffits that accentuate the curve of the roof and a flat rectangular canopy on the south elevation give the building visual interest. The T.G.&Y. (1950), 429 NW 10th Street, occupies the southeast section of the site. The rectangular footprint extends south towards NW 10th Street,

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with the primary façade oriented to the west. The site slopes to the southwest leaving the concrete foundation partially exposed. The exterior walls are brick with metal-framed storefronts on the west and south elevations. The center mass of the building is one-story tall; a two-story block rises at the north elevation, and a projecting one-story section with a separate roof extends off the south elevation at lower grade. The building has a series of distinctive flat roofs with wide-overhanging eaves. The interiors of both buildings are open volumes of space with a limited number of historic and non-historic partitions enclosing service and storage areas. Few alterations have been made to the exterior of the buildings since the time of their construction. A small one-story garage addition was added to the east elevation of Clyde's Supermarket sometime between 1959 and 1969, enclosing part of the service entrance. Alterations to the interior spaces only minimally change the historic layouts and finishes. Despite the removal of some historic partitions and some age-related deterioration of wood soffits and brick walls, both buildings retain excellent historic integrity from the time of their construction. The 0.82-acre property includes two contributing buildings (Clyde's and T.G.&Y.) and one contributing structure, the parking lot.

Narrative Description

SETTING AND SITE (Photos 1 & 2)

Clyde's Supermarket and T.G.&Y. includes two buildings and a parking lot at 1100 N. Walker Avenue within Oklahoma City's Midtown area. It is approximately 1.5 miles northwest of Oklahoma's central business district (*Figure 1*). The nominated property occupies a wedge-shaped site on the block bound by W. Park Place (north), NW 10th Street (south), Hudson Avenue (east), and the 10th Street traffic circle/Classen Drive (west) (*Figure 2*). The site slopes southwest towards NW 10th Street and borders what was historically a busy six-way intersection (now a traffic circle) to the west. The buildings are located at the center of a commercial thoroughfare and are accessible from multiple roadways. The Midtown area was historically a mixed-use zone with a combination of residential, institutional, and commercial buildings. Sanborn Fire Insurance maps indicate that through 1955, residential development filled the east half of the block that Clyde's occupies. The area is now largely commercial with some vacant lots and new infill construction. St. Anthony's Hospital has been a long-time anchor of the district and is located to the southwest of the development. Several commercial buildings dating to the 1920s surround the traffic circle. Plaza Court (1927), northwest of Clyde's Supermarket across the traffic circle, was listed in the National Register of Historic Places in 1980. Kaiser's Ice Cream Parlor (1919), west of the Clyde's site, was listed in the National Register of Historic Places in 1978. The area remains an active mixed-use zone.

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The two nominated buildings fill the east side of the wedge-shaped parcel north to south, with a change in grade of about eight feet between the low point near the traffic circle and the northeast corner of the site.¹ A concrete alley separates the buildings. The contributing surface **parking lot** fills the west half of the parcel, sloping southwest towards the traffic circle. The parking lot serves both buildings and has road access points at Park Place (north) and NW 10th Street (south). It has thirty-two parking spots arranged along the west facades of both buildings and the west property line. The parking lot was part of the historic site plan as it facilitated Clyde's self-service shopping experience and is therefore considered a contributing structure to the development. Convenient automobile access was an essential part of the efficient design. The west end of the parking lot is separated from the public right-of-way by a painted concrete retaining wall. Paved sidewalks line the perimeter of the site to the north and south. Sidewalks at the west side of the site are constructed of red brick pavers, a newer addition associated with the construction of the traffic circle. A concrete driveway to the east (rear) of the Clyde's Supermarket provides access from Park Place to a loading area/service entrance. The service entrance is separated from the property to the west by a concrete retaining wall.

CLYDE'S SUPERMARKET (1949)

Contributing Building

1100 N. Walker Avenue

EXTERIOR (PHOTOS 3 TO 7)

Clyde's Supermarket is a one-story rectangular brick building on a concrete foundation. It has a structural steel frame. A steel bowstring truss roof structure supported by steel columns gives the building its character-defining curved roof profile and simple angular shape. The support columns are integrated into the cavity brick walls that comprise the north and south elevations. This method of construction was designed to create uninterrupted open space on the interior that facilitated the circulation of customers and maximized merchandising square footage. It was considered innovative at the time of construction. An article in *Progressive Architecture* published in May 1949 illustrates this technology (*Figure 3*). Above the steel structure, the roof is covered with wood sheathing and built-up roofing.

¹ "Supermarkets," *Progressive Architecture* May 1949, 71.

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West (Primary) Elevation

The west (primary) elevation features a historic wood framed window wall atop a brick bulkhead and extends to the curved roof. A compressed fiber-board soffit adds weight and emphasizes the roof's curved shape. Non-historic painted plywood fills the two top rows of the window wall, but glass remains in the ground level openings (*Photos 1,3,7*). Door openings are integrated into the wood window framing. A non-historic aluminum and glass door with a sidelight fills the third opening from the south. Paired metal and glass doors filled the opening historically. Painted plywood and brick partially infill the historic opening at the far north end of the west façade, creating a non-historic walk-up order window. The opening is capped with a non-historic painted plywood awning. The date of this alteration is unknown, but it likely occurred when the building was converted into a bakery in the 1990s. A single metal and glass door filled one half of the opening historically and a narrow window filled the remaining space to the north.

North Elevation

Structural steel columns divide the brick north elevation into four regular bays (*Photo 4*). The columns are integrated with the flat plane of the wall. No openings pierce the brick wall. A metal gutter runs the length of the roofline. One downspout empties onto the sidewalk at the northeast corner of the building. Mechanical and HVAC equipment located on the northeast corner of the roof is visible from the north elevation. Although the equipment has been replaced, the building historically had visible air conditioning units along the north edge of the roof (*Figure 4*).

East Elevation

The lower two-thirds of the east (rear) elevation is red brick (*Photo 5*). Historic wood-framed windows, identical in style to the west façade, fill the top section of the east wall where the building meets the curve of the roof. Painted plywood fills three of the openings at the center of the elevation and metal security bars cover the entire bank of windows. A one-story rectangular addition projects from the south end of the elevation obscuring most of the first story of the original building. The addition first appears in historic photos in 1969, though the exact date of construction is unknown (*Figure 5, 14 – 16*).² The addition has a flat roof with metal coping. An overhead garage door fills a large rectangular opening on the north elevation and a metal slab door with metal screen door fills a pedestrian entrance to the immediate east of the larger

² The approximate date of the addition is based on available historic aerial photos, its absence from the original historic plan, and Sanborn maps.

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opening. The east elevation of the addition is red brick. Utility hookups are affixed to the south end of the wall. A single wood door fills a recessed utility entrance on the south elevation of the addition. The addition encloses the service entrance on the east elevation of the original building.

South Elevation

The east half of the original building's south elevation is brick. Integrated steel support columns are visible at regular intervals on the surface of the wall (*Photo 6*). A metal gutter runs the length of the brick section of the wall with one downspout that drains onto the sidewalk at the east end where the original building meets the addition. A historic wood-framed storefront atop a brick bulkhead fills the west half of the elevation where it meets the west elevation window wall (*Photo 7*). A flat rectangular compressed fiber-board canopy projects from the west half of the elevation over the storefront. The canopy meets the west elevation's curved roof overhang in a continuous line, accentuating the distinctive geometric shape of the building.

INTERIOR (PHOTOS 8 TO 11)

On the interior, Clyde's Supermarket has undergone some alterations associated with its conversion to a bakery in the 1990s, though it retains many of its historic character-defining features from the time of construction between 1948 and 1949. The building was historically an open volume of space with simple utilitarian finishes consistent with its Modern design and commercial use as a supermarket (*Figure 6*). One non-historic drywall partition runs north-to-south at approximately the mid-point of the building dividing the space into two large open east and west sections (*Photo 8*). The west (front) section of the building contains public-facing areas, and the east (rear) section contains the service entrance and back-of-house/kitchen areas. A small number of historic partitions along the east wall, that enclosed a stockroom and office, were removed at an unknown date. A series of non-historic drywall partitions on the northwest wall enclose an office and workroom near the west entrance (*Photo 8*). In the east section of the building all structural elements of the character-defining bow truss roof remain exposed to the space below, as they were historically. The ceiling retains historic insulated tile on the surface above the steel structure (*Photo 10 & 11*). Non-historic ACT ceilings conceal the structural elements of the roof in the west section of the building, though steel trusses are visible below the ceiling grid where they meet the north and south walls (*Photo 8 & 9*). Though concealed from view, the west section of the ceiling is intact above the dropped ceiling. The brick perimeter walls remain exposed, though most are painted (*Photo 10*). Checkerboard vinyl composition tile (VCT) covers the original exposed concrete floors. The exact date of these alterations to the interior configuration and finishes are unknown, though many likely occurred in the 1990s when

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the building was converted into a bakery. Despite some new partitions, the interior remains largely an open volume of space and many of the alterations are reversible.

T.G.& Y. (1950)
Contributing Building
429 NW 10th Street

EXTERIOR (PHOTOS 12 TO 16)

The rectangular red brick T.G.&Y. building has a structural steel frame and a concrete foundation. The building is located to the south of Clyde's Supermarket and follows the slope of the site towards NW 10th Street. The tiered design is comprised of a two-story rectangular brick block at the north end, a one-story central mass that contains the west (primary) entrances and storefront, and a small one-story projecting section on the south elevation that sits at the lowest grade. The central mass and the south section each have a flat roof with wide over-hanging eaves that accentuate the change in elevation from north to south (*Figure 7*).

West (Primary) Elevation

The west (primary) facade retains a historic metal-framed storefront atop a brick bulkhead (*Photo 12*). Plywood replaces glass in the center window openings. Most of the glass that remains is painted, though historic windows remain intact. Historic paired glass doors pierce each end of the façade. The west entrances are accessed via a sloped concrete ramp with simple metal railing that runs parallel to the west elevation to accommodate the north/south slope and provide access to the building from the parking lot (west) and NW 10th Street (south) (*Photo 13*). The overhanging wood eaves project over the length of the elevation. The west elevation of the two-story brick block fills the north end of the west elevation, rising above the flat roof of the one-story mass and visually dividing the building into distinct sections. The west elevation of the two-story block is primarily uninterrupted brick; two metal louvers pierce the first story (*Photo 16*).

North Elevation

The red brick north elevation faces the alleyway that separates the building from Clyde's Supermarket to the north (*Photo 16*). It is the tallest part of the building. The second story towers over the lower one-story sections. The north block has a flat roof with metal coping at the parapet. A metal and concrete stair provide access to a utility entrance at the east end of the

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elevation. A metal slab door fills the opening. This section of the building is primarily an uninterrupted red brick wall.

East Elevation

The east elevation is enclosed behind a metal security gate at the north and south ends and shares a concrete alley with the adjacent building outside the nomination boundary (*Photo 15*). It lacks the stylized wooden eaves of the south and west elevations, and its simple red brick contains no entryways. Plywood and metal panels infill a row of historic window openings that run the length of the elevation near the roofline. It is currently unknown if historic windows remain intact behind the panels. Metal security bars cover the openings on top of the panels. A metal gutter runs the length of the flat roofline on both the one-story and two-story sections. A series of oversized metal downspouts empty onto the concrete below and drain down the slope onto the sidewalk at NW 10th Street. The concrete foundation is most visible on this elevation; it steps sharply on the south end to accommodate the change in grade.

South Elevation

The south elevation faces the public sidewalk on NW 10th Street (*Photos 13 & 14*). A one-story rectangular block projects from the red brick south elevation of the central mass. The south block is set back on the west elevation and sits noticeably below the rest of the building, at the low point of the site. It is further distinguished from the rest of the building by a separate flat roof. Wide overhanging eaves, identical in design to the west elevation, project over the west and south elevations of the south block. Historic metal and glass storefront atop brick bulkheads fill the west elevation and most of the south elevation. The glass is painted. A single pedestrian doorway pierces the center of the south elevation of the south block. A metal slab door with transom fills the opening. The recessed west half of the south elevation contains no openings.

INTERIOR (PHOTOS 17 TO 20)

The interior of the T.G.&Y. is primarily an open volume of space (*Photos 17 & 18*). A row of metal I-beams spans the center of the interior, north to south, leaving the open interior of the central mass otherwise uninterrupted. Tan and brown-colored VCT with a striated pattern covers the floors, and there is a dropped ceiling of 12x12 acoustical tile affixed to wood furring strips. These finishes appear to be historic (*Figure 8*). Peg board covers large sections of the walls enclosing the row of window openings on the east wall. Pegboard partially encloses the pedestrian door on the south elevation. A single, likely historic, wood and pegboard partition

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runs east to west at the north end of the space, enclosing an office, a storage area, and restrooms on the first floor of the two-story north block. A simple straight-run concrete stair, east of the enclosed office space, provides access to the second floor of the north block (*Photo 19*). The second floor is unfinished with exposed red brick walls, concrete floors, and exposed wood joists at the ceiling, a historic condition. Historic metal hopper-sash windows remain on the south wall (*Photo 20*). Exact details of the historic layout of the building's interior are largely unknown as no historic plans or interior photos are available. Its current configuration and finishes reflect its use as a variety-store from the time of its construction in 1950 through 1986 when T.G.&Y. closed this location along with twenty-four other T.G. &Y. outlets in Oklahoma.³

Integrity

Clyde's Supermarket and T.G.&Y. retain excellent historic integrity, despite some alterations and age-related deterioration. The buildings remain in their historic location northwest of Oklahoma City's downtown business district. The historic setting of the development is intact as the surrounding blocks retain historic commercial and institutional buildings dating to the period of construction. The Midtown area remains a busy commercial thoroughfare as it was during the period of significance. Despite some new construction and changes in the traffic pattern, the wedge-shaped plot and the west-facing parking lot have not been significantly altered from the time of construction. Both buildings retain integrity of design, materials, and workmanship and reflect the streamlined, geometric expression of Modern Movement architecture of the mid-twentieth century. The interior spaces and exterior construction of both Clyde's and T.G.&Y. have been only minimally altered to accommodate the needs of limited number of changing tenants and retain the feeling of mid-century Modern Movement commercial buildings from the late 1940s-1950s. The development continues to reflect, through its central location, accessibility by car, and Modern design its association with the new technology and efficiency of the post-World War II shopping experience and the rise of the self-service supermarket and one-stop variety store.

³ "T.G.&Y.," *The Daily Oklahoman* March 16, 1986, 27.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- 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 values, 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

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

COMMERCE

Period of Significance

1949-1950

Significant Dates

1949

1950

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Boaz, Joseph N. (architect)

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Statement of Significance

Clyde's Supermarket and T.G.&Y. in Oklahoma City, Oklahoma County, Oklahoma is locally significant under Criterion C in the area of ARCHITECTURE as an outstanding example of Modern Commercial architecture of the mid-twentieth century and Criterion A in the area of COMMERCE for its contributions to auto-oriented development in Oklahoma City and association with the rise of the self-service shopping experience. Clyde's Supermarket (1100 N. Walker Avenue) was completed in the first phase of development in May 1949. T.G.&Y. was completed on the southeast part of the site one year later in 1950. The period of significance begins when construction of Clyde's was completed in 1949 and ends when the T.G.&Y. was completed in 1950. The nominated property is an excellent early example of the increasingly large-scale strip mall shopping center that proliferated throughout Oklahoma City and the nation in tandem with population shifts out of urban centers to the suburbs by the mid-1950s.⁴ It retains historic integrity and is an intact example of Modern Commercial architecture. Both buildings embody many of the character-defining features of the Modern Movement with their extensive use of glass storefronts, simple geometric forms, reliance on new technology, and modular construction.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

MODERN COMMERCIAL ARCHITECTURE AND AUTO-ORIENTED DEVELOPMENT IN OKLAHOMA CITY

Post-World War II commercial architecture embraced an increasingly consumer-focused market driven by the period's economic boom. Convenience and efficiency are integrated into the streamlined designs, as families generally had more disposable income to spend and larger families for whom to provide. *Progressive Architecture* describes this relationship between form and function in an article published in 1949 saying, "Design emphasis is placed on a well-planned, well-lighted, well-ventilated enclosure that the customer can reach with relative ease, shop in comfortably and quickly, and leave with a minimum of traffic or structural hazard."⁵ These priorities are apparent in the physical forms and structural efficiency of the buildings themselves, which often have an abundance of large windows or storefronts to provide natural

⁴ Oklahoma State Historic Preservation Office (SHPO), *Reconnaissance-level Survey of Modern Architecture in Oklahoma City* (2009): 21-24.

⁵ "Supermarkets," *Progressive Architecture* May 1949, 70.

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light and open floor plans to facilitate the circulation of customers and goods. They frequently combine traditional materials, such as wood and brick, with newer materials, such as vinyl, plywood, and engineered metals. Exposed structural elements are often part of the aesthetic considerations of the design, as the buildings have a sculptural quality that rejects traditional ornament in favor of clean lines and geometric forms. The latest in mechanical and electrical technology, including air-conditioning, and innovative construction technologies, such as precast concrete and modular construction methods, are frequently employed in-keeping with the forward-looking optimism of the time.⁶ Technology developed in support of the war effort found a place in everyday designs.

As cities became increasingly oriented towards the automobile in the post-World War II period, eye-catching signage aimed at passing drivers and onsite parking lots were included in the design of many Modern commercial developments with growing regularity.⁷ The focus on efficiency ushered in the one-stop-shop approach of supermarkets and variety stores where self-sufficient shoppers could purchase all of their food, household items, and other necessities and luxury goods, in one location. Both the programming and design of these buildings eased the burden of the shopping experience and eliminated the time-consuming task of making multiple stops at specialty stores. An article in Oklahoma City's *The Black Dispatch* published March 8, 1947 reports, "The super markets are gaining not merely because they have lower prices, but because they have interesting up to date stores, with attractive self-service layouts."⁸ Similarly, the 1949 article in *Progressive Architecture* describes the benefits of this new phenomenon taking off at the beginning of the decade, stating that, "with the difficulties of coping with traffic and the time consumed in traveling shop to shop, a clear trend has been the development of the centralized food department store or supermarket where the housewife can find the answer to most of her food buying needs."⁹ These stores also expanded local access to a large variety of products by stocking nationally branded items, lowered prices by working with national suppliers, and popularized pre-packaged food items that could be picked right off the shelves by the customer.

⁶ Thomas C. Jester, *Twentieth-Century Building Materials History and Conservation* (Los Angeles: Getty Conservation Institute, 2014), 9.; Robert McLaughlin, "Wichita Public Library, Main Branch," National Register of Historic Places nomination (2020), 18.

⁷ Philadelphia Planning Commission, *Midcentury Modern Commercial Corridors*, 2. <https://chconservancy.org/wp-content/uploads/2017/12/MidCentury-Modern-Commercial-Corridors-CNE.pdf>

⁸ S. Edward Gilbert, "Business Facts," *The Black Dispatch* March 9, 1947, 5.

⁹ "Supermarkets," *Progressive Architecture*, 70.

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These same trends towards efficiency and self-sufficiency led to the grouping of two or more stores in shopping centers or strip malls that provided an all-inclusive shopping experience in one convenient location accessible by car. Though a small number of early versions of these grouped stores can be found as far back as the 1930s, they became a common sight across the country by the 1950s.¹⁰ These developments generally relied on one owner/developer and an anchor store, such as a supermarket or variety store, with plans to expand the development over time to meet the needs of the customer all in one place.¹¹ At the beginning of the decade, Modern shopping centers were built largely near downtowns in established commercial centers. By the end of the decade the trend increased in scale and expanded to new suburbs and the outer edges of America's cities and towns.¹² Some of the early examples of these types of larger post-war developments include Shopper's World (1951) designed by Ketchum Gina and Sharpe in Framingham, Massachusetts, and Great Neck Shopping Center in Great Neck, New York (*Figures 9 & 10*).¹³

Oklahoma City, in keeping with national trends, experienced significant growth and prosperity in the immediate aftermath of World War II. War-time economic drivers like Tinker Air Force Base (1941) and Midwest City Douglas Aircraft Company Plant (1942) built upon oil and gas resources that underpinned the regional economy since Oklahoma became a state in 1907.¹⁴ Throughout the 1940s and 1950s Oklahoma City government pushed "urban redevelopment and aggressive annexation" with such fervor that between 1949 and 1959 the land area of the city had almost doubled.¹⁵ This rapid expansion in combination with a thriving economy led to a massive building boom. Beginning in 1945, residential and commercial development exploded throughout the city including in areas outside the downtown core near the ever-expanding city limits. Captivated by the optimism of the period, much of this new development took on the sleek, contemporary style of the Modern Movement. Clyde's Supermarket and T.G.&Y. is among the earliest of this type of commercial development constructed across the city during this period that retains integrity. Mayfair Shopping Center (1948), now known as Mayfair Village, was originally developed by C.B. Warr at the south end of a major commercial/retail corridor at

¹⁰ Carol Rifkind, *A Field Guide to Contemporary American Architecture* (New York: Penguin Putnam Inc., 1998), 317.

¹¹ Rifkind, *A Field Guide to Contemporary American Architecture*, 315.

¹² SHPO, *Reconnaissance-level Survey ...*, 28.

¹³ Rifkind, *A Field Guide to Contemporary American Architecture*, 319.

¹⁴ SHPO, *Reconnaissance-level Survey ...*, 22-23.

¹⁵ SHPO, *Reconnaissance-level Survey ...*, 23.

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NW 50 Street and N. May Avenue. It has undergone significant alteration since the time of its construction, and only some of the original buildings remain in use today with others demolished. When first constructed it included a T.G.&Y. store (destroyed by fire in 1971) in the similar style as the one still standing at the Clyde's development (*Figure 11*).¹⁶ Park Estates Shopping Center (1951), developed by A.G. Meyers and designed by architecture firm Hudgin, Thompson & Ball at 1027 NE 36th Street at N. Kelley Avenue served northeast Oklahoma City's retail shopping needs for decades. It also included, at the time of its construction, a T.G.& Y. store (*Figure 12*).¹⁷

CLYDE'S SUPERMARKET AND T.G&Y.

Architect Joseph N. Boaz designed the two buildings on the site. A permit was issued on March 4, 1948, for commercial construction at 1100 N. Walker Avenue, for a "food market" at a cost of \$44,000. Construction of Clyde's Supermarket was completed in May 1949.¹⁸ Early development plans mark the approximate footprint of the T.G.&Y. as the location of proposed future development (*Figure 13*). The 1949 article in *Progressive Architecture*, in which Clyde's is featured, states that it is "the first new building on property that the owner plans to develop further," referring to it as the "first unit in proposed expanded plans."¹⁹ Sanborn Fire Insurance Maps confirm the T.G.&Y. was completed by the end of 1950 in fulfillment of those plans (*Figures 14 – 16*).

CLYDE'S SUPERMARKET

Clyde Brewer first opened a small neighborhood grocery in Oklahoma City in 1945.²⁰ Seizing the opportunity to expand his successful business in the prosperous years after the war, he moved the grocery store to 1100 N. Walker Avenue into the purpose-built Modern building. In press coverage, the business is interchangeably referred to as "Clyde's Grocery," "Clyde's Supermarket," and "Clyde's drive-in grocery."²¹ An advertisement published in the January 15,

¹⁶ Richard Mize, "3 shopping centers served Oklahoma for 250 years combined. Why they're still in business today," *The Oklahoman*, August 2, 2022, n.p.

¹⁷ Mize, "3 shopping centers"

¹⁸ "Building Notes," *The Daily Law Journal-Record* March 4, 1948, 8.

¹⁹ "Supermarkets," *Progressive Architecture*, 71.

²⁰ "MeadowBelle F. Brewer Obituary," *The Daily Oklahoman*, August 17, 1994.

²¹ "Swiss Are Ahead in European Architecture, Traveler Finds," *The Daily Oklahoman* February 13, 1940, 6; "Local Architect Wins Recognition," *The Daily Oklahoman* May 12, 1949, 17; "City Architect Returns from New York

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1950, issue of *The Daily Oklahoman* boasts the store's "100% Self-Service" design that provided products "pre-wrapped in cellophane, plainly marked," and fresh vegetables in the "newest self-service refrigerated cases." The advertisement indicates that the store carried "staple and nationally known foods at money saving prices."²² When it opened in 1949, Clyde's Supermarket's innovative Modern design directly referenced the cutting-edge shopping experience it provided. The open floor plan, made possible by a bowstring truss roof structure and modular brick walls with integrated steel supports, made the uninterrupted interior space easy to navigate. The design facilitated a new, fashionable, self-service shopping experience. The store could be easily accessed from two roadways and the surface parking lot made the process expedient and accessible to busy families. The development's design directly impacted the shopping experience.

Brewer ran the business from this location until he retired in 1968, at which point he sold it to Frank Hayes. The 1976 Oklahoma City Directory is the final year that lists Hayes as the owner of Clyde's Grocery.²³ An auction of the building's equipment and furnishings was held on August 16, 1976.²⁴ In 1977, Family Foods is listed at this address.²⁵ Family Foods remained in the building, continuing its use as a supermarket, until a brief period of vacancy in 1992.²⁶ Brown's Bakery is first listed at this location in 1993 and remained at 1100 N. Walker until the summer of 2023.²⁷ Brown's Bakery also occupied the building at 429 NW 10th Street during this time, using it for storage.

T.G.&Y.

Limited records are available regarding the construction of the T.G.&Y. building at 429 NW 10th Street; however, many details can be determined from records of the company's overall expansion during this time. The 1950s began a period of tremendous growth for T.G.&Y. An article in *The Daily Oklahoman* published in February 1969 reports, "T.G.&Y. has now grown from 15 stores in 1936, doing \$411,000 in business with 175 employees to 657 stores, \$240

Work," 10.

²² Clyde's Advertisement, *The Daily Oklahoman*, January 15, 1950, 45.

²³ Polk's Oklahoma City Directory, 1976

²⁴ "Auction, Clyde's Grocery, 1100 N. Walker," *The Daily Oklahoman*, August 15, 1976, 52.

²⁵ Polk's Oklahoma City Directory, 1977

²⁶ Polk's Oklahoma City Directory, 1992

²⁷ Polk's Oklahoma City Directory, 1993.

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million in sales and 11,500 employees by the end of 1969.”²⁸ The distinctive Modern architectural style and the fact that it was constructed as part of a development adjacent to Clyde's Supermarket are representative of the business expansion model that came to define the T.G.&Y. brand during this period, eventually making it a household name. Rawdon E. Tomlinson, Enoch L. Gosselin, and Raymond A. Young combined their resources from individually owned retail stores throughout the state of Oklahoma to open the first T.G.&Y. store in Norman, Oklahoma in 1936.²⁹ The first stores typically provided general merchandise to rural areas and small towns. By the 1950s, however, the company increasingly took advantage of the changing consumer landscape, opening stores in urban areas and new suburbs as part of larger retail/commercial developments.

The biography of Young, *Making of Merchant*, describes “the art of grinding out large volumes from stores with 6000 to 8000 square feet of sales space by placing its units beside traffic-pulling supermarkets.”³⁰ This model saw the proliferation of T.G.&Y. stores as anchor stores in new auto-oriented shopping centers beginning in the 1950s.³¹ Especially in the early years of the company, T.G.&Y. leased rather than owned the vast majority of their stores. Young's biography indicates that the ownership team determined early on that “leasing was a better approach especially since T.G.&Y. did not have much capital and could make better use of its resources stocking merchandise than in buying buildings.”³² Although detailed property records are not available, the Clyde's site likely reflects this longstanding business model.

The building at 429 NW 10th Street is representative of the Modern commercial style the company replicated across the city, state, and country beginning in the post-war period. Accounting for some variations in scale and site-specific requirements, T.G.&Y. stores constructed in the 1950s and 1960s almost invariably have the same low horizontal emphasis, with expansive glass storefronts and overhanging eaves. They embody the character-defining features of the Modern Movement, integrating new technology into forms that directly reference the nature of the business—innovative, efficient, and focused on the future. 429 NW 10th Street is an early

²⁸ “T.G. & Y. One of the Hottest Chains,” *The Daily Oklahoman* February 8, 1970, 25.

²⁹ Odie B. Faulk, *The Making of a Merchant: R. A. Young and T. G. & Y. Stores* (Oklahoma City: Oklahoma Heritage Foundation, 1980), 176.

³⁰ Faulk, *Making of a Merchant*, 176.

³¹ Linda D. Wilson, “T.G.&Y. Stores,” *The Encyclopedia of Oklahoma History and Culture*, <https://www.okhistory.org/publications/enc/entry?entry=TG001>.

³² Faulk, *Making of a Merchant*, 115.

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example of a smaller scale T.G.&Y. store common before the company began expanding their footprint in larger suburban “family centers” (*Figure 17*).

Like Clyde's Supermarket, T.G.&Y. focused their business model on providing a wide variety of goods, at an affordable price in one convenient location and constructed buildings that supported this new business model. An article in the *Capital Hill Beacon* published October 20, 1955, announced the grand opening of a T.G.&Y. store in the new Reding Shopping Center, less than five miles south of the 429 NW 10th Street store (*Figure 18*). The article states, “The unit is summer and winter air conditioned, high intensity lighted, equipped with the latest merchandising fixtures, and done in the latest decorator styles.”³³ An article in the *Elk City Daily News* published March 23, 1955, describes a new T.G.&Y. in Elk City, Oklahoma saying, “The store has an open see-through front with new Kawneer doors, and has the latest slim-line fluorescent lighting fixtures. It is modern in every detail.”³⁴ An article in *The Midwest City Leader* similarly describes a newly constructed T.G.&Y. saying, “The store will be equipped with the latest counter design and equipment and will be located in a building of modern architectural design.”³⁵ This article goes on to explain, “The new T.G.&Y. store will be a check-out, self-service type store and will be designed to invite the customer to shop leisurely in air-conditioned comfort.”³⁶ Once a staple throughout the region's shopping centers, few of these distinctive buildings remain in their historic condition. Many, including the T.G. & Y. in Reding Shopping Center, have been demolished as shopping centers went out of fashion or significantly altered to accommodate various tenants and uses.

Following almost a decade of local expansion, T.G.&Y. was purchased by Chicago-based Butler Brothers Co. in 1957. Local ownership remained unchanged, however, and the stores' branding stayed intact.³⁷ This acquisition gave the Oklahoma-based company the expanded resources of a national corporation while allowing them to maintain a hometown feel. By 1964, T.G.&Y. had 103 stores in the state of Oklahoma and had expanded to Texas, New Mexico, Kansas, Missouri, and Louisiana.³⁸ Through a subsequent series of restructures, T.G.&Y. became a subsidiary of City Products in 1960, which operated variety stores across the US under various brand names.³⁹

³³ “T.G.&Y. Opens New Store in Reding Shopping Center,” *Capitol Hill Beacon*, October 20, 1955, 10.

³⁴ “T.G.&Y. Grand Opening Is Set Thursday Morning at 9 O'clock in New Home on West Broadway,” *The Elk City Daily News*, March 23, 1955, 1.

³⁵ “MWC to Have New T.G. & Y. Store,” *Midwest City Leader*, August 6, 1964, 1.

³⁶ “MWC to Have New T.G.&Y. Store,” 1.

³⁷ Wilson, “T.G.&Y. Stores,” *The Encyclopedia of Oklahoma History and Culture*.

³⁸ “MWC to Have New T.G.&Y. Store,” 1.

³⁹ Wilson, “T.G.&Y. Stores,” *The Encyclopedia of Oklahoma History and Culture*.

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The T.G.&Y. brand continued to grow through the 1970s, adding 111 new locations in 1970 alone.⁴⁰ By the 1980s, now under ownership of the McCrory Corporation, T.G.&Y. stores began to encounter significant competition from a number of larger national variety store chains, including Walmart. *The Daily Oklahoman* reported in an article published December 27, 1985, that, "T.G.& Y., a retailing institution in Oklahoma, lost \$16 million in 1982 – the first annual loss in the firm's history."⁴¹ In 1986, twenty-four Oklahoma-based stores were scheduled for closing, including the T.G.&Y. store at 429 NW 10th St.⁴² McCrory Corporation filed for bankruptcy in 2002, officially marking the end of T.G.&Y. stores.⁴³

ARCHITECT JOSEPH N. BOAZ (1918 – 2017)

Joseph N. Boaz was born July 20, 1918, in Oklahoma City, Oklahoma. He completed a BS in Architecture and Architectural Engineering at the University of Oklahoma in 1940. The following year he traveled to New York to continue his studies at Columbia University, graduating with an MS in Architecture just prior to the US' entrance into World War II. Boaz worked as an engineer and planner for the US Navy at the start of the war. He then spent two years as a Staff Architect with the New York firm, Ketchum, Gina & Sharpe, before he returned to Oklahoma City and established a practice in 1945. Boaz designed a number of Modern commercial buildings in Oklahoma including Oklahoma City's Rainbow Travel (2825-2827 Classen Drive, extant) approximately two miles from the nominated property (*Figure 19*).⁴⁴

An article in *The Daily Oklahoman* published on August 24, 1952, announces Boaz's return to his hometown and lists "buildings for Clyde's drive-in grocery and T.G.&Y. stores" among his notable accomplishments.⁴⁵ The local press acknowledged his national recognition for the design of Clyde's Supermarket in at least two articles in *The Daily Oklahoman*.⁴⁶ Clyde's was featured in the May 1949 issue of *Progressive Architecture* and Boaz's design for Renberg's Department Store in Tulsa was featured in *Architectural Forum* in April 1947. He practiced in Oklahoma for approximately ten years before moving to North Carolina in 1956. He continued to practice architecture and taught at North Carolina State University before eventually retiring in 1977.

⁴⁰ "T.G.& Y. One of the Hottest Chains," 25.

⁴¹ "New York Firm to Purchase T.G.& Y. Stores," *The Daily Oklahoman*, December 27, 1985.

⁴² "T.G.& Y." *The Daily Oklahoman* March 16, 1986, 27.

⁴³ Wilson, "T.G.&Y. Stores," *The Encyclopedia of Oklahoma History and Culture*.

⁴⁴ Untitled article *The Daily Oklahoman* January 30, 1955, 44.

⁴⁵ "City Architect Returns From New York Work" *The Daily Oklahoman* August 24, 1952, 10.

⁴⁶ "Local Architect Wins Recognition," 17; "Swiss Are Ahead in European Architecture, Traveler Finds," 6.

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CONCLUSION

Clyde's Supermarket and T.G.&Y. is locally significant under Criterion C in the area of ARCHITECTURE and Criterion A in the area of COMMERCE. Designed by Joseph N. Boaz between 1948 and 1950, the two buildings are excellent examples of Modern Commercial architecture that defined auto-oriented shopping centers in Oklahoma City, in the postwar period. Both Clyde's Supermarket (1100 N. Walker Ave.) and T.G.&Y. (429 NW 10th St.), embody character-defining features of Modern Movement architecture, including large expanses of glass, a mixture of old and new materials, the use of modular construction, and simple geometric forms that highlight structure instead of elaborate ornamentation. The Clyde's site is an intact example of the type of commercial development that defined the changing consumer landscape of the Post-World War II shopping experience and the rise of the self-service model of supermarkets and variety stores in the late 1940s and 1950s.

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Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- 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 # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): N/A

10. Geographical Data

Acreeage of Property Less than one (0.82 acres)

Use either the UTM system or latitude/longitude coordinates.

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

1. Latitude: 35.478741

Longitude: -97.520695

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Verbal Boundary Description

The nominated boundary includes 0.82 acres on two parcels described by the Oklahoma County Assessor as follows:

1. Parcel addressed 1100 N Walker Ave.: Peck's Subdivision DeSota 000 000, Lots 1 thru 6 & part of vacated street, beginning at the NW corner of Lot 6 thence N 24 feet, E 224.23 feet, southerly 24.01 feet, and W 223 feet to the point of beginning.
2. Parcel addressed 431 NW 10th St.: Edward's Boulevard Addition, Block 1, Lot 5.

The whole wedge-shaped property contains two contributing buildings and one contributing surface parking lot. The property is visually bounded by the rights-of-way of NW 10th Street to the south and west and Park Place to the north. The adjacent property line forms the east boundary.

Boundary Justification

The boundary includes all the property historically associated with Clyde's Supermarket and T.G.&Y.

11. Form Prepared By

name/title: Molly Maguire, Historic Preservation Specialist
organization: Rosin Preservation, LLC
street & number: 1712 Holmes St.
city or town: Kansas City state: MO zip code: 64108
e-mail Molly@rosinpreservation.com
telephone: 816-472-4950
date: 10/20/23, rev. 1/5/24

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

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Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: **Clyde's Supermarket and T.G.&Y.**

City or Vicinity: **Oklahoma City**

County: **Oklahoma County**

State: **Oklahoma**

Photographer: **Brad Finch, f-Stop Photography**

Date Photographed: **August 2023**

Description of Photograph(s) and number, include description of view indicating direction of camera.

- 01 of 20** Clyde's Supermarket and T.G.&Y. Site view NE from NW 10th St.
- 02 of 20** Clyde's Supermarket and T.G.&Y. Site view SE from N. Walker Ave.
- 03 of 20** Clyde's Supermarket (1100 N. Walker Ave.) W elevation, view E
- 04 of 20** Clyde's Supermarket (1100 N. Walker Ave.) N elevation, view S
- 05 of 20** Clyde's Supermarket (1100 N. Walker Ave.) E elevation, view SW
- 06 of 20** Clyde's Supermarket (1100 N. Walker Ave.) SE corner, view NW
- 07 of 20** Clyde's Supermarket (1100 N. Walker Ave.) SW corner, view NE
- 08 of 20** Interior, Clyde's Supermarket SW corner, view NE
- 09 of 20** Interior, Clyde's Supermarket NE corner, view SW
- 10 of 20** Interior, Clyde's Supermarket, rear, SW corner view NE
- 11 of 20** Interior, Clyde's Supermarket, bow truss ceiling detail.
- 12 of 20** T.G.&Y. (429 NW 10th St.) W elevation, view E
- 13 of 20** T.G.&Y. (429 NW 10th St.) SW corner view NE
- 14 of 20** T.G.&Y. (429 NW 10th St.) S elevation view NW
- 15 of 20** T.G.&Y. (429 NW 10th St.) E elevation view SW
- 16 of 20** T.G.&Y. (429 NW 10th St.) NW corner view SE
- 17 of 20** Interior, T.G.&Y. NW corner view SE

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- 18 of 20** Interior, T.G.&Y. SE corner, view NW
- 19 of 20** Interior, T.G.&Y. N stair, view NE
- 20 of 20** Interior, T.G.&Y. Second Floor, N block, view E

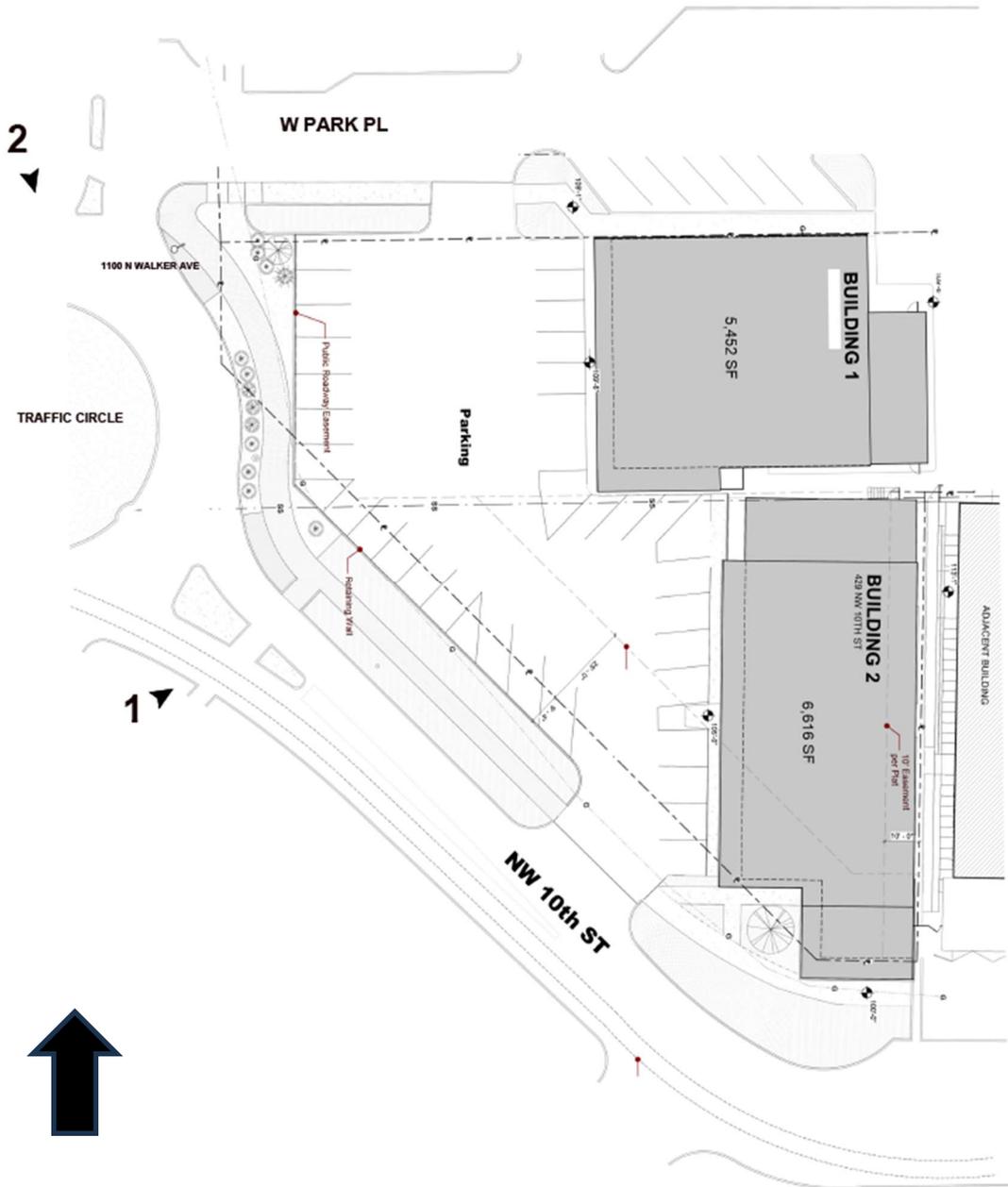
Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain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

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

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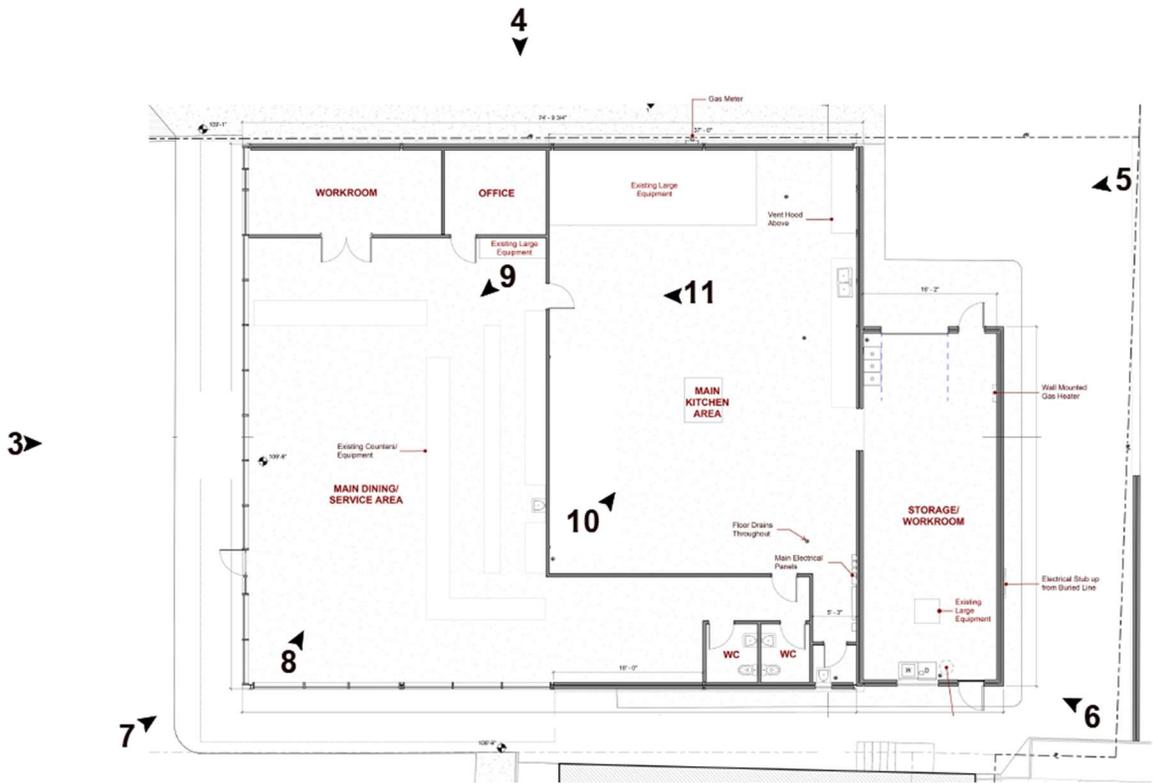
Photo Map 1. Clyde's Supermarket and T.G.&Y. site. Not to scale.



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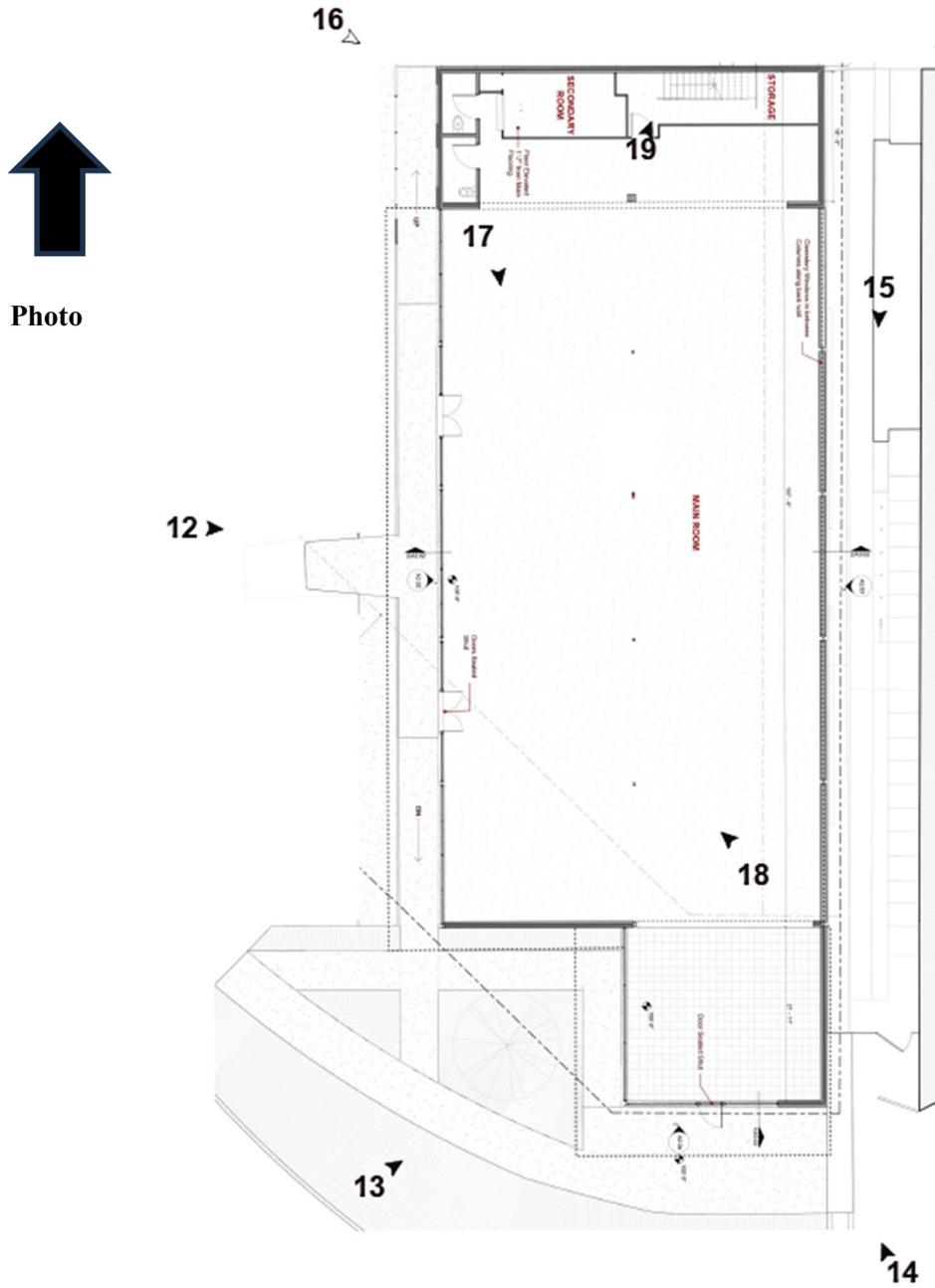
Photo Map 2. Clyde's Supermarket building (1100 N. Walker Ave.) Not to scale.



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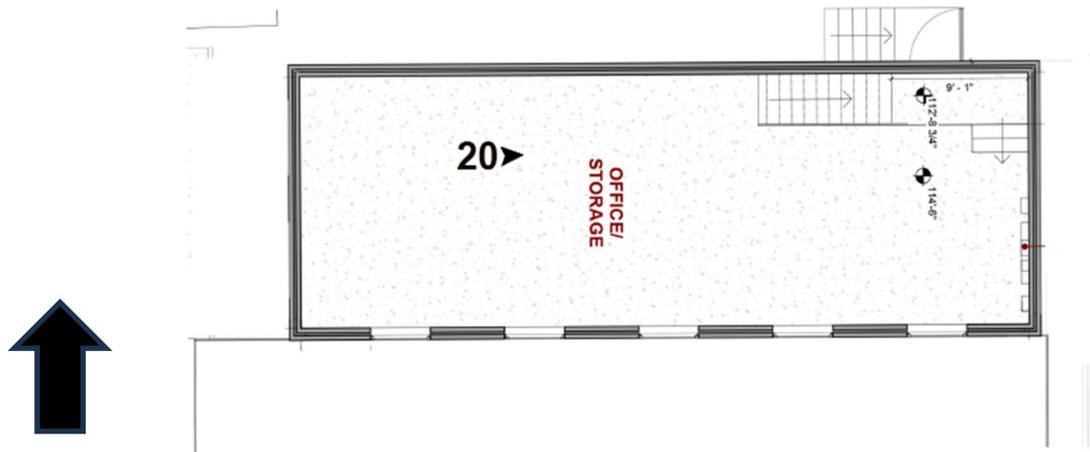
Photo Map 3. T.G.&Y. Building (429 NW 10th St.) - First Floor. Not to scale.



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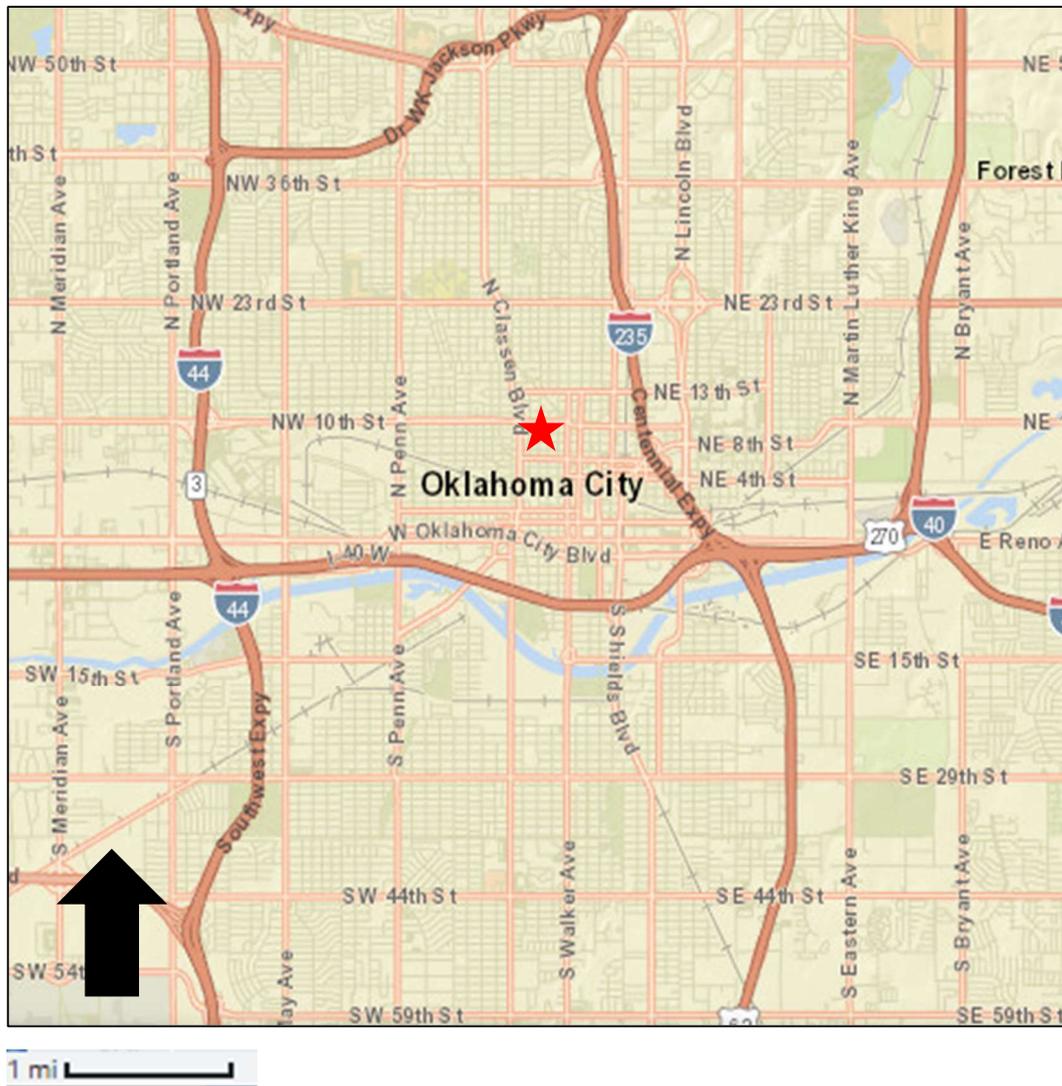
Map 4. T.G.&Y. Building (429 NW 10th St.). Second Floor. Not to scale.



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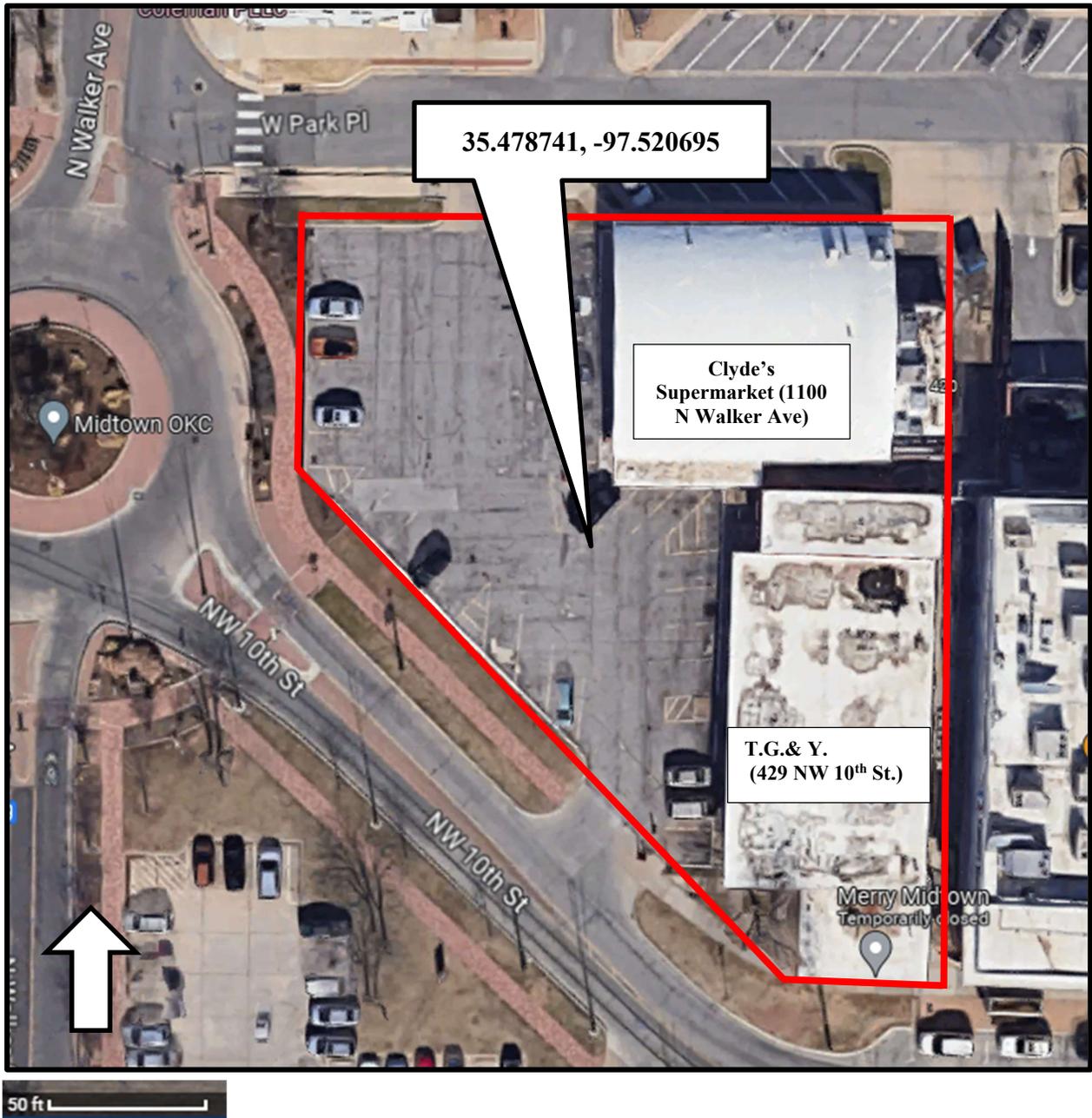
Figure 1. Contextual map of the Clyde's Supermarket Development within Oklahoma City. Star denotes location. [Source: Base map City of Oklahoma City Interactive GIS]



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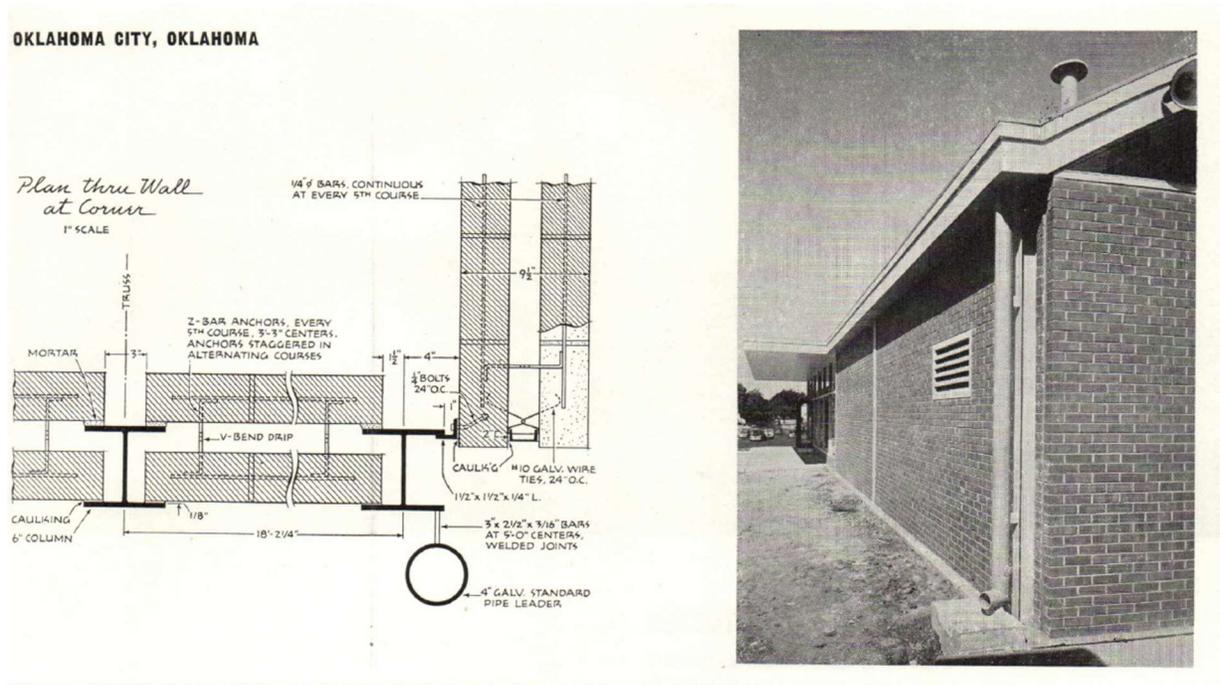
Figure 2. Site plan and boundary map. The red line represents the nominated boundaries. [Source: Base map from Google Earth, 2023]



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Figure 3. Diagram and photo illustrating the integration of steel columns into exterior brick walls of Clyde's Supermarket. This innovative technology allowed for uninterrupted interior space. [Source: *Progressive Architecture*, May 1949, 73.]



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Figure 4. Photo c. 1949 showing the large air conditioning units visible on the north roofline, wood framed glass wall, and exposed bow truss structure of Clyde's Supermarket. [Source: *Progressive Architecture*, May 1949, 73.]



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Figure 5. 1969 aerial photo showing the rectangular addition to the east elevation of Clyde's Supermarket. It is not present the 1955 Sanborn map in *Figure 16* (latest available) [Source Historicaerials.com]



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Figure 6. Interior photo of Clyde's Supermarket c. 1949, NE corner view W [Source: *Progressive Architecture*, May 1949, 73.]



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Figure 7. Exterior of T.G.&Y. building (429 NW 10th St.), the branding was changed to Ben Franklin for a period in the 1980s before it closed. [Source: *The Daily Oklahoman* March 16, 1986, 27.]



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Figure 8. Representative interior of T.G.&Y. Store in Capitol Hill, Oklahoma City. [Source Odie B. Faulk, *The Making of a Merchant: R. A. Young and T. G. & Y. Stores* (Oklahoma City: Oklahoma Heritage Foundation, 1980)]



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Figure 9. Shoppers World, Framingham MA (1951) [Source: *The Boston Globe* October 5, 1952, 85.]



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Figure 10. Great Neck Shopping Center, Great Neck New York. (1950) [Source Gottscho-Schleisner Collection (Library of Congress)]



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Figure 11. Mayfair Shopping Center (1948), Image from 1971 fire that destroyed the T.G.& Y. store.[Source: Oklahoma Historical Society]



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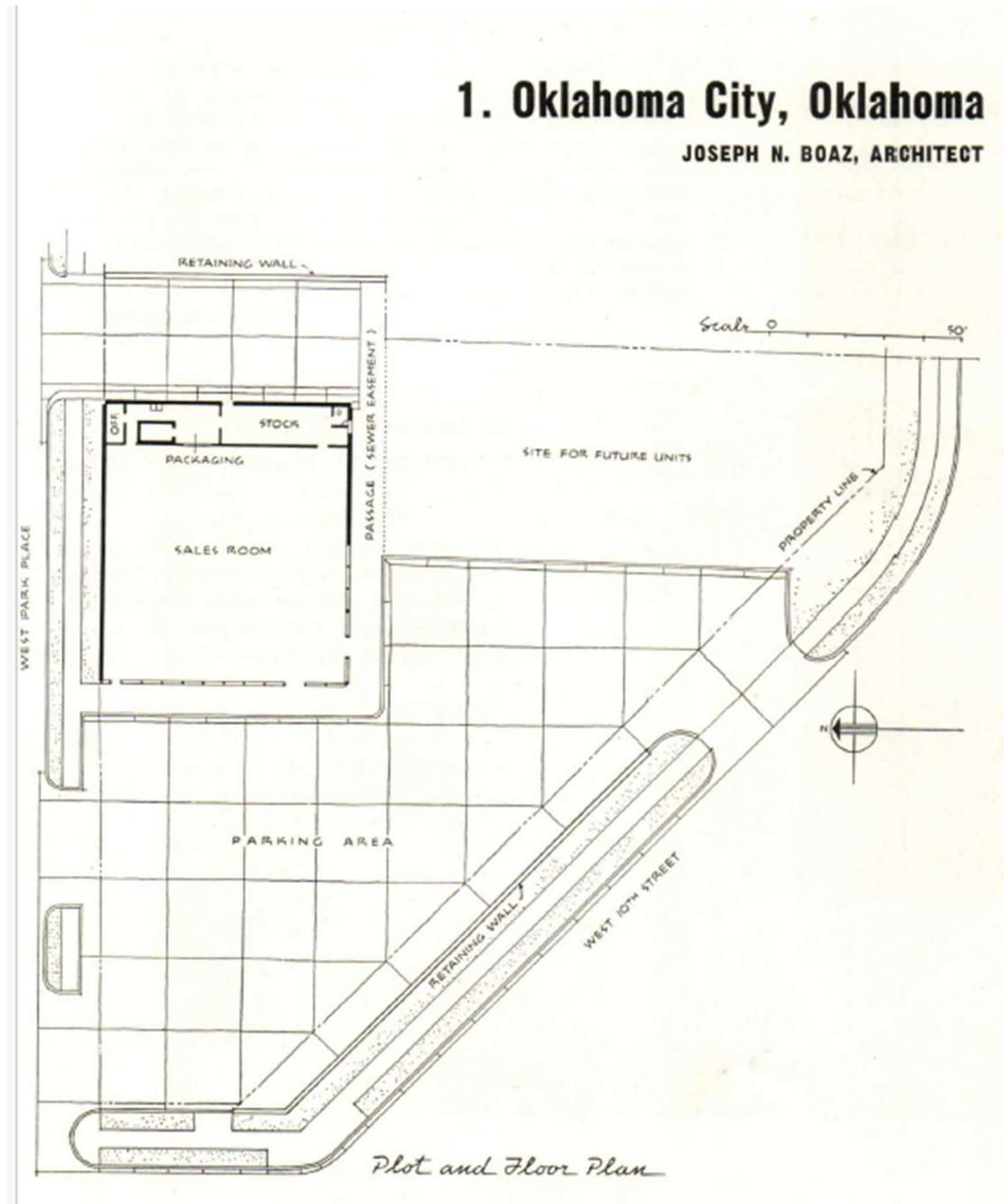
Figure 12. Park Estates Shopping Center, Oklahoma City (1951). [Source: *Oklahoma City Advertiser* May 15, 1952, 13.]



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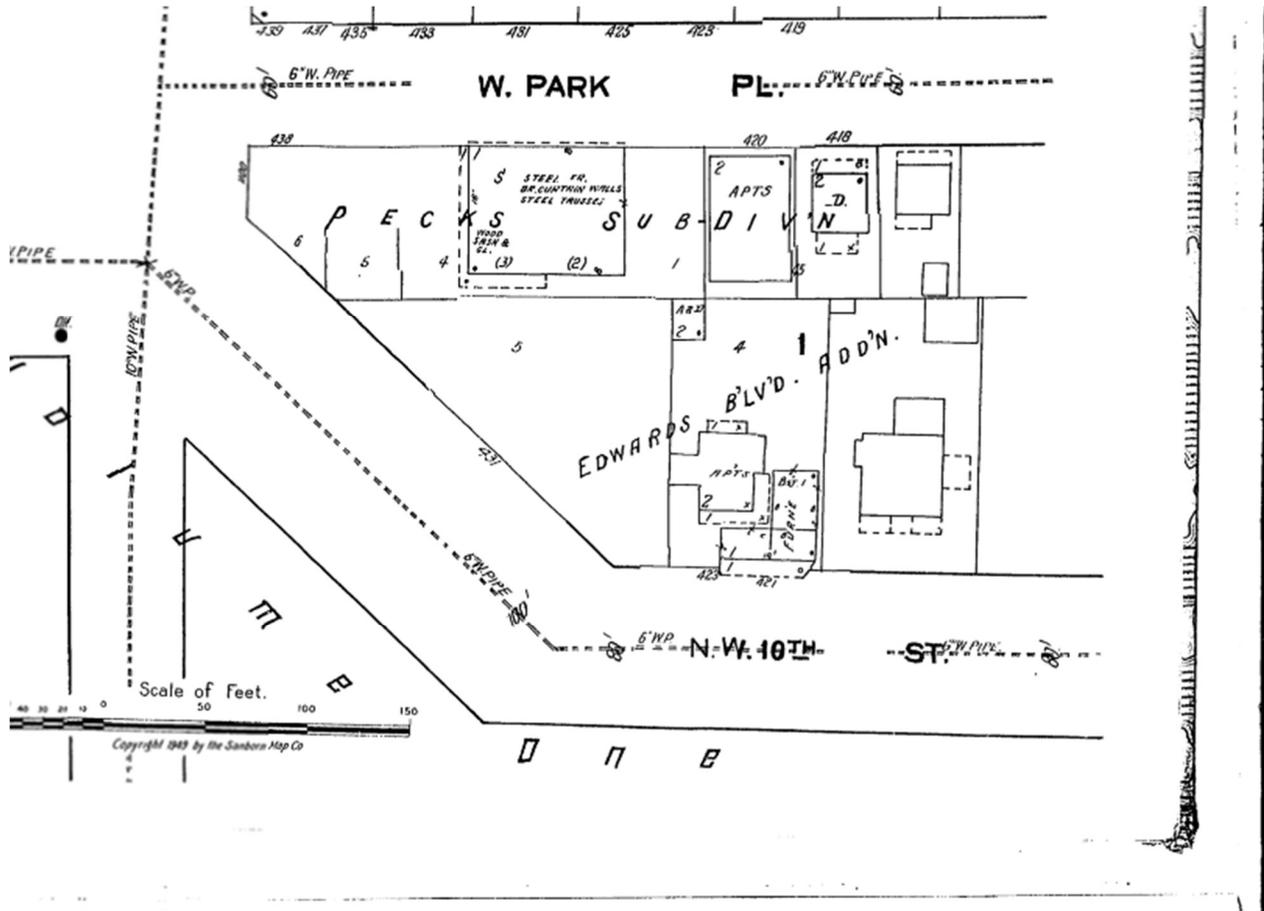
Figure 13. Site Plan showing that the T.G.&Y., though completed approximately a year after Clyde's Supermarket, was part of the original design. [Source: *Progressive Architecture*, May 1949, 71.]



Clyde's Supermarket and T.G.&Y.
Name of Property

Oklahoma County, OK
County and State

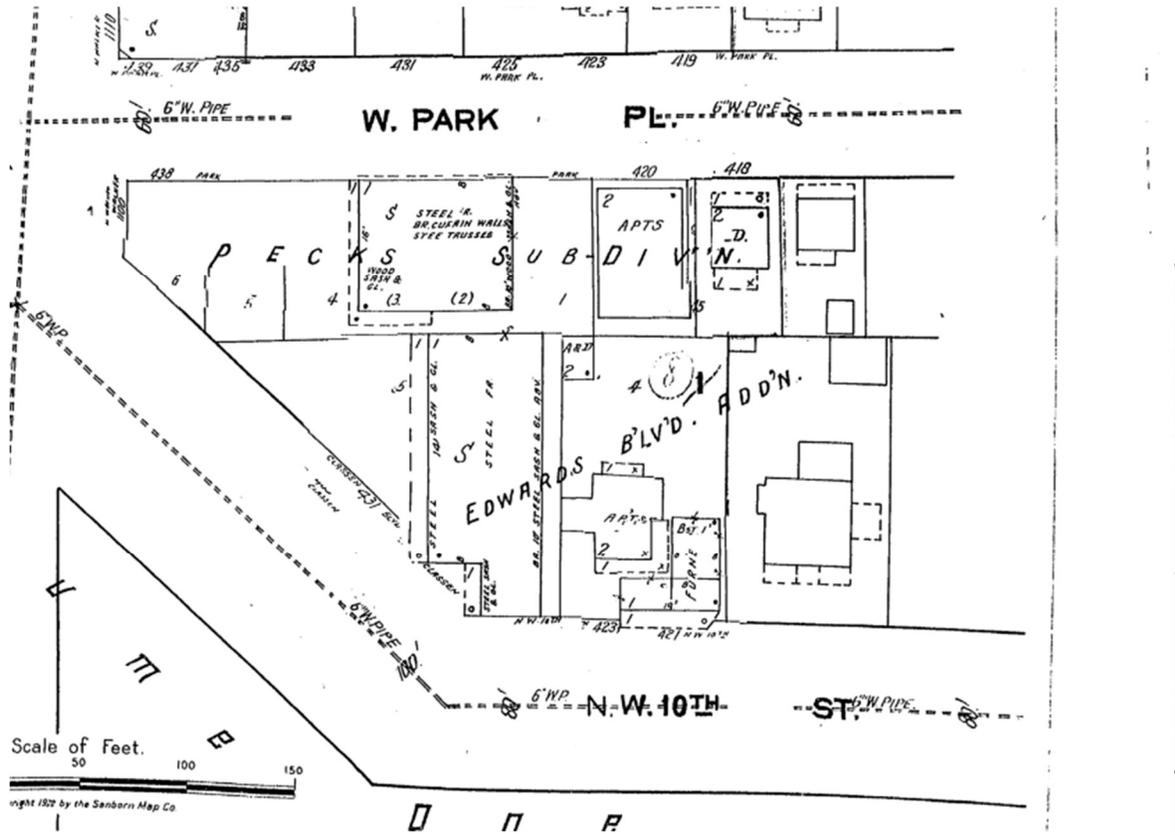
Figure 14. Clip of 1949 Sanborn map showing a completed Clyde's Supermarket. [Source Vol. 2 Sheet 176.]



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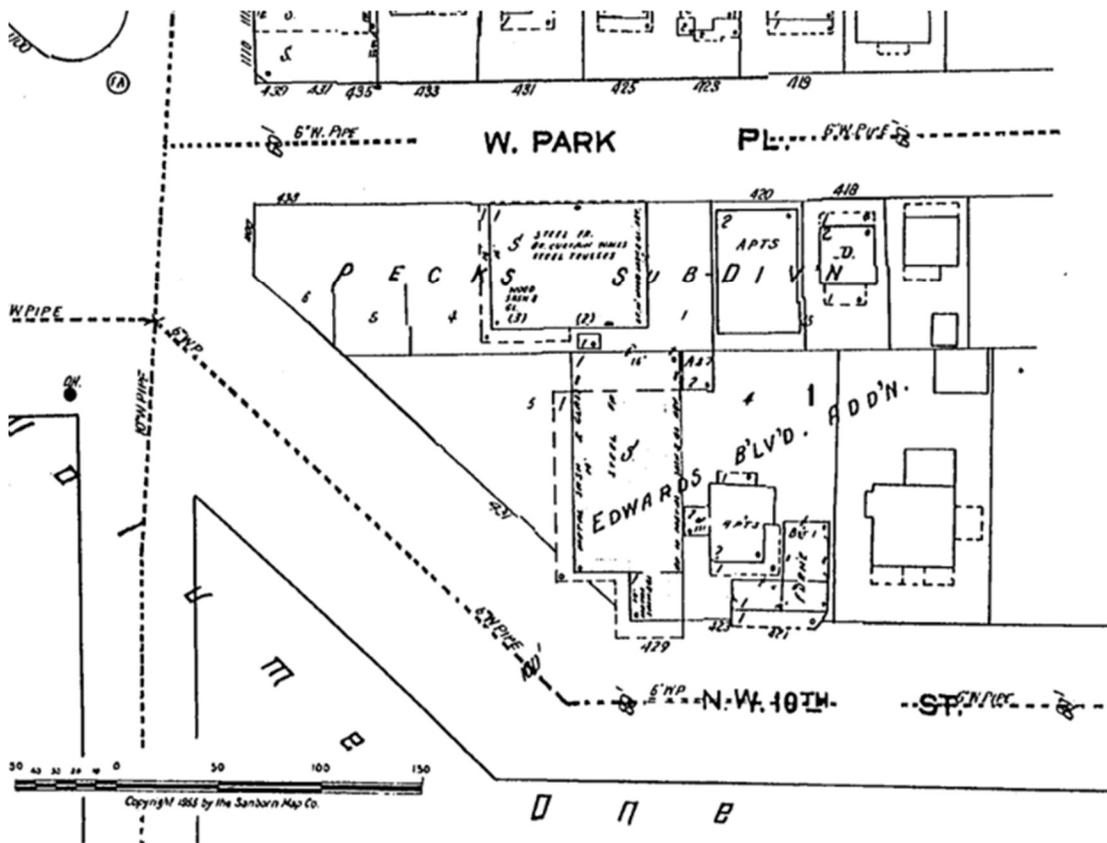
Figure 15. Clip of 1950 Sanborn map showing both buildings completed [Source Vol. 2 Sheet 176.]



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Figure 16. Clip of 1955 Sanborn (latest available) showing both buildings but no east addition to Clyde's Supermarket [Source Vol. 2 Sheet 176.]



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Figure 17. Advertisement that shows the typical style of T.G.&Y. Stores [Source: *The Daily Oklahoman*, April 22, 1964, 77.]

THE DAILY OKLAHOMAN, Wed., April 22, 1964, 77

GROWING WITH OKLAHOMA...

MOVES INTO THE AREA OF **T.G.&Y. SUPER STORES AND FAMILY CENTER OPERATIONS**

A GRAND NEW SUPER STORE NOW OPEN AT
1417 SOUTH MIDWEST BLVD.
 IN MIDWEST CITY'S UPTOWN SHOPPING CENTER S.E. 11th & MIDWEST BLVD.

OPENING IN MAY... **A T.G.&Y. FAMILY CENTER**
 15th & S. BROADWAY-EDMOND
 IN THE EDMOND PLAZA SHOPPING CENTER
13 STORES UNDER ONE ROOF!

OPENING IN
 JUNE... **ANOTHER FAMILY CENTER**
S.W. 74th & S. PENNSYLVANIA
 IN THE SOUTHERN HILLS SHOPPING CENTER

SEPTEMBER OPENING... **A BEAUTIFUL
 PLANNED FOR... A SUPER STORE at
 N. W. 23rd AND VILLA IN THE
 SHEPHERD MALL CENTER**

OPENING SET FOR
 SEPTEMBER... **ANOTHER MODERN SUPER STORE AT
 S.W. 29th ST. & MAY AVENUE**
 IN THE **ECONOMY SQUARE SHOPPING CENTER**

AND ANOTHER... **SUPER STORE
 PLANNED FOR THE MIDWEST CITY-TINKER AREA...
 MIRACLE MILE SHOPPING CENTER**
 Corner Of EAST RENO & AIR DEPOT ROAD

WATCH FOR THE
 OPENING DATE

OTHER T.G.&Y. LEASED LOCATIONS FOR 1964 and FUTURE EXPANSION

<p>OKLAHOMA</p> <p>Edmond Midwest City Tulsa</p>	<p>KANSAS</p> <p>Topeka Wichita</p>	<p>TEXAS</p> <p>Dallas Fort Worth Houston San Antonio</p>	<p>LOUISIANA</p> <p>New Orleans</p>	<p>ALABAMA</p> <p>Mobile</p>	<p>MISSISSIPPI</p> <p>Jackson</p>	<p>NEW MEXICO</p> <p>Albuquerque</p>	<p>ARIZONA</p> <p>Phoenix</p>	<p>CALIFORNIA</p> <p>San Francisco Los Angeles San Diego</p>
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Clyde's Supermarket and T.G.&Y.
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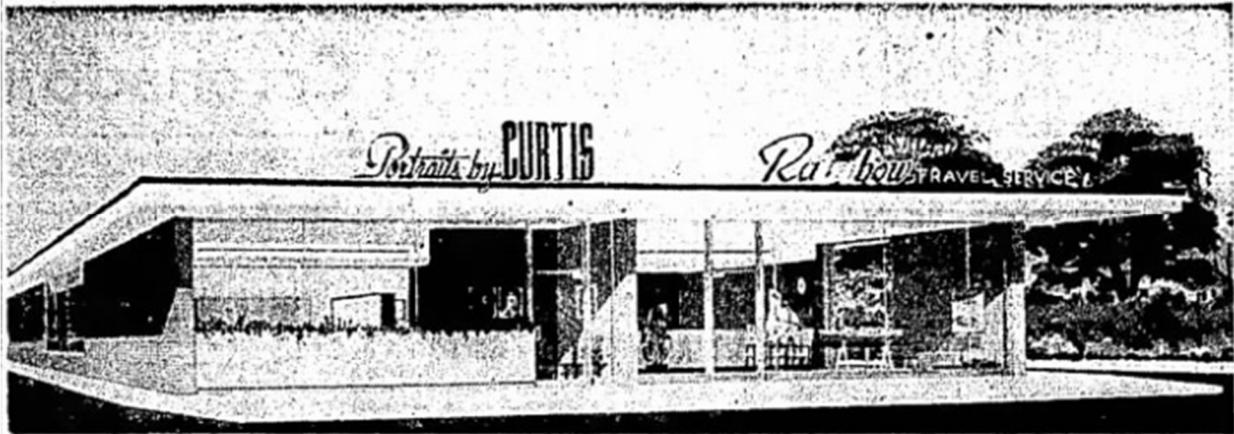
Figure 18. Reding Shopping Center, T.G.& Y. c. 1955, Now demolished, with similar Modern architectural style. [Source: *Capitol Hill Beacon*, October 20, 1955, 10.]



Clyde's Supermarket and T.G.&Y.
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Figure 19. Rainbow Travel was designed by Joseph N. Boaz in 1955. It has a similar Modern commercial style to the T.G.& Y. building and is located 2 miles away at 2825- 2827 N Classen Drive (still extant). [Source: *The Daily Oklahoman* January 30, 1955, 44.]



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