

FINAL SURVEY REPORT

ARCHITECTURAL/HISTORIC INTENSIVE LEVEL SURVEY OF
CERTAIN PORTIONS OF EL RENO, CANADIAN COUNTY, OKLAHOMA

40-88-30041.004

Submitted by:

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October 1, 1989

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FINAL SURVEY REPORT

ABSTRACT

This document serves as the final survey report for the architectural/historic Intensive Level Survey of Certain Portions of El Reno, Canadian County, Oklahoma. The Oklahoma Historic Preservation Survey, an adjunct of the Department of History at Oklahoma State University performed the work between September 1, 1988 and September 30, 1989 under a contract (#40-88-30041.004) with the State Historic Preservation Office of the Oklahoma Historical Society. Project personnel conducted an intensive level survey within downtown El Reno in order to: (1) record and photograph all properties within the area which have not been documented within the past five years; (2) identify individual properties and potential districts which warrant further study for possible inclusion on the National Register of Historic Places; and (3) identify areas of downtown El Reno devoid of historic resources. The survey covered seventeen blocks of downtown El Reno, Oklahoma, which lies in the State Historic Preservation Office's Management Region #6. A total of 112 properties are within the study area. Of these, 102 were recorded during the present survey. The other ten properties were recorded during the Architectural/Historic Survey of El Reno and Portions of Canadian County in 1988. Of the 102 properties recorded for

the present survey, 28 warrant additional study to determine their eligibility for the National Register of Historic Places. Some of these are included in an identified discontiguous potential historic district. This survey, plus the individual property files and the historic context document prepared as part of the 1988 reconnaissance level survey, seeks to facilitate land-use-management within the study area in a manner which is sensitive to its historic resources.

INTRODUCTION

El Reno, Oklahoma is perhaps best known for its association with nearby Fort Reno and its former prominence as a transportation center for the Rock Island Railroad. The presence of the railroad attracted various industries and also allowed for El Reno to become a regional agricultural center. These forces contributed to the creation of a vital commercial core which served the needs of the community.

However, recent economic trends have had an adverse impact on this vitality. The Rock Island is no longer a major employer of El Reno and Canadian County residents. The westward expansion of Oklahoma City has cut into El Reno's retail market. Similarly, the location of Interstate 40 on the south edge of town has led to the growth of commercial strip development along this thoroughfare. All of these have affected the appearance of El Reno's downtown. The loss of retail trade has contributed to the demolition of several El Reno landmarks. The lots where these buildings once stood are mostly vacant or used as parking lots. Other property owners have applied contemporary fronts on the older buildings in an effort to "modernize" and remain competitive. But some early commercial buildings still retain much of their historic integrity.

Mostly in response to the perceived threat from the westward expansion of Oklahoma City, the State Historic Preservation Office recognized the need to identify these endangered resources when it made the reconnaissance level Architectural/Historic Survey of El Reno and Portions of Canadian County one of its priorities in Fiscal Year 1987. The current architectural/historic Intensive Level Survey of Certain Portions of El Reno, Canadian County, Oklahoma is a continuation of this concern. Also, as El Reno is currently a Main Street community, it is hoped that the results of this project will be of benefit to this program of downtown revitalization. As an intensive level survey of all of the standing resources in the study area, this survey provides a valuable tool for the ultimate preservation of the cultural resources which illustrate El Reno's past and give meaning to the present. The Oklahoma Historic Preservation Survey has been an enthusiastic partner with the State Historic Preservation Office in this important task.

PROJECT OBJECTIVES

Following the guidelines set forth in the R.F.P. #40-88-30041.004, this project sought to accomplish three major objectives.

The first objective was to identify, through an Intensive Level Survey, those properties or potential historic districts within the study area, which, on the

basis of age (at least forty years old) and retention of historic integrity, warrant further study for possible inclusion on the National Register of Historic Places. The forty-year time frame is used to enable the State Historic Preservation Office to manage those resources which may become eligible for the National Register within the next decade. This in turn cuts down on the need for frequent surveys. The identification process was accomplished through the minimal documentation of all standing properties in the study area. Minimal documentation involved completing a revised Historic Preservation Resource Inventory Form for each property and its photodocumentation with at least two elevations for each resource. All work was performed in accordance with the Secretary of the Interior's Standards and Guidelines for Intensive Level Survey as presented in National Register Bulletin Number Twenty-four. From this data, a determination of eligibility was made for each property. A list of these properties and potential districts warranting further study are found in a separate sections of this report. The justification for the determinations can be found on the individual Historic Preservation Resource Inventory Forms completed for each property and submitted with this report.

Fulfillment of the first objective allowed for the fulfillment of the second. This required the identification and characterization of those properties deemed ineligible

for the National Register and therefore, not requiring further study. The justifications for a property's exclusion were based on insufficient age (less than forty years old) or loss of historic integrity. Again, such determinations are found on the individual property's Historic Preservation Resource Inventory Form submitted with this report.

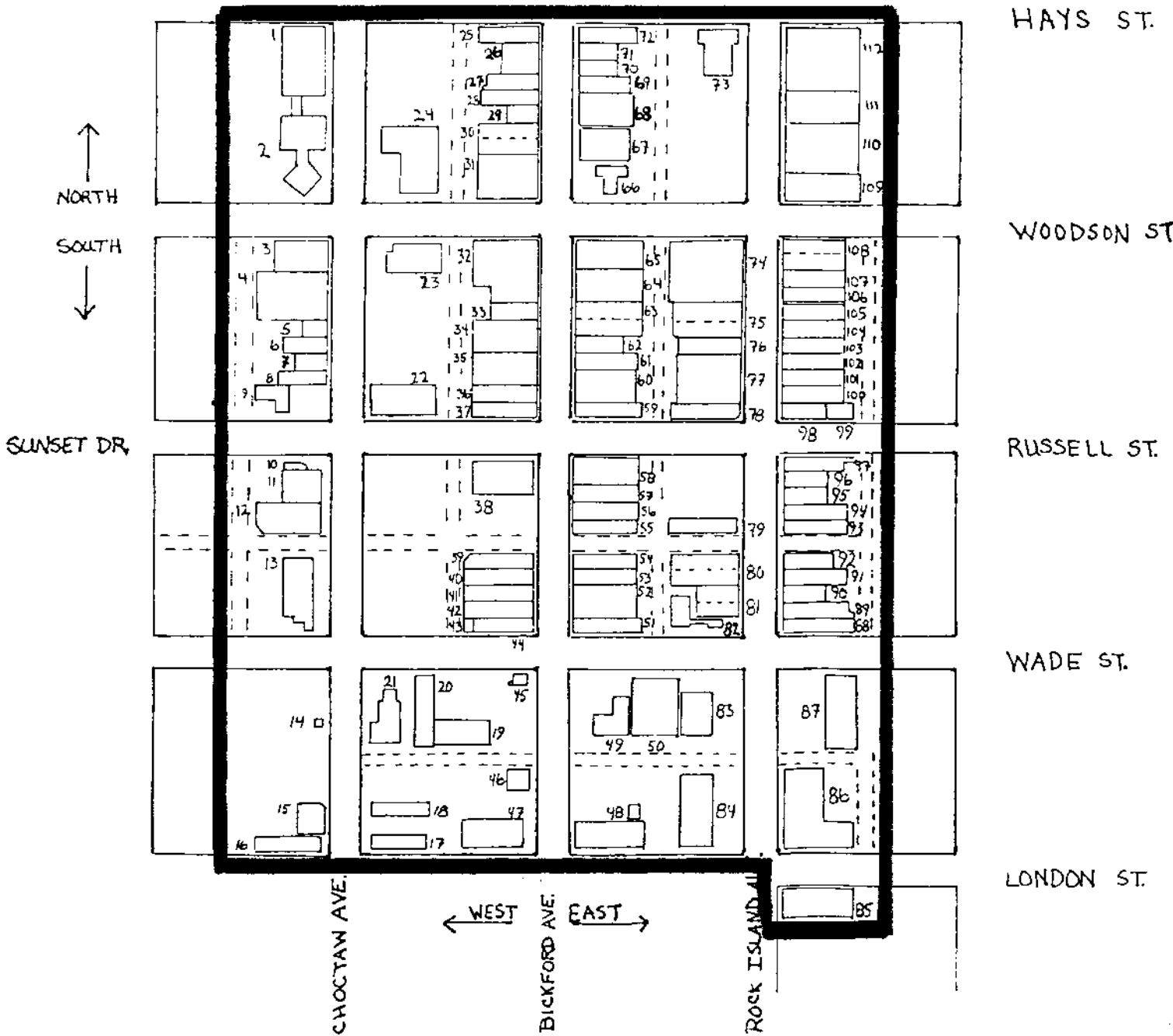
A third objective required the identification of all reference materials required for the completion of National Register nominations for all individual properties and districts within the study area determined to warrant further study. Many of these materials were identified during the preparation of the historic context for the reconnaissance level Architectural/Historic Survey of El Reno and Portions of Canadian County conducted in 1988. Others were identified during the field work of the present study. A bibliography of these materials is located in a separate section of this report.

AREA SURVEYED

The central business district of El Reno, Oklahoma was the subject of the intensive level survey. El Reno lies within the State Historic Preservation Office's Management Region #6. The boundaries of the study area, which consisted of 17 blocks were defined as follows:

Beginning at the intersection of Hays Street and Choctaw Avenue, proceed South on Choctaw Avenue to Woodson Street; west on Woodson Street to the alleyway between Choctaw Avenue and Evans Avenue; South along the alleyway to London Street; East on London street to the alleyway between Rock Island Avenue and Barker Avenue; North along the alleyway to Hays Street; West on Hays Street to initial starting point at Choctaw Avenue.

A map depicting the study area follows.



INTENSIVE LEVEL SURVEY OF EL RENO
 STUDY AREA
 (NOT TO SCALE)

RESEARCH DESIGN AND EXECUTION

This project's research design followed professional methodological standards, as well as the "Archeology and Historic Preservation: Secretary of the Interior Standards and Guidelines" (Federal Register, 29 September 1983: 44716-44742). It intended for each step in the process to build upon the results of the previous task, making for a time- and cost-efficient effort.

The historic context document prepared in conjunction with the Reconnaissance Level Architectural/Historic Survey of El Reno and Portions of Canadian County in 1988 served as the framework for the current project. This document grouped information about historic resources according to their shared theme, chronological period, and geographical area. It spanned the history of El Reno and its environs from pre-white contact through World War II. When applied with the National Register Criteria for Evaluation, the historic context allows for a determination of a property's significance in relationship to the broad patterns of our historic, archeological, architectural, and engineering heritage. It provides the link between a property as it is found today and the past which created it. It is the historic context which defines this relationship.

Before leaving for the field, the Graduate Assistant reviewed the Historic Context document and the Final Report from the 1988 survey with the Principal Investigator. The

two documents identified the property types which would likely be encountered in the study area. This was just one phase of a training program which also included familiarization with the revised Historic Preservation Resource Inventory Form; National Register Bulletin Number Twenty-four, Guidelines for Local Surveys: A Basis for Preservation Planning; the anticipated project products; and various administrative details.

Once the training sessions were completed, the Graduate Assistant entered the field. As this was an intensive level survey, she minimally documented all the standing properties in the study area. This required completing a Historic Preservation Resource Inventory Form and photodocumentation of at least two elevations for each property. While performing these tasks, she made preliminary determinations of individual properties warranting further study for possible inclusion on the National Register. A historic district associated with El Reno's commercial development was also established. The Graduate Assistant spent considerable time conducting research at the Edna May Arnold Archives of the El Reno Public Library, the Canadian County Courthouse, the Canadian County Historical Society, and at the Western History Collection of the University of Oklahoma. This research was used to complete the Historic Preservation Resource Inventory Forms as thoroughly as possible. She completed this first phase of the project in

four weeks. Even while the surveyor was in the field, care was taken to begin the processing of the photodocumentation. All rolls were developed on contact sheets. Upon returning from the field, the project personnel determined which exposures needed to be developed into 5" X 7" black and white glossy prints.

The information for completing the individual Historic Preservation Resource Inventory Forms was compiled into a data base using the dBase III Plus program. From this data base, the actual Inventory Forms were ultimately generated, but only with greater difficulty than expected. Arranging the size of the various fields within the data base and structuring them to fit the Form proved especially troublesome. A future upgrading to the dBase IV program will hopefully rectify these problems.

As this information was entered into the computer, the Principal Investigator and the Graduate Assistant met with the Architectural Historian, Jeffery K. Williams of Oklahoma State University's School of Architecture. The three met to review the initial findings of the survey. Williams was the Architectural Historian for the reconnaissance level Architectural/Historic Survey of El Reno and Portions of Canadian County in 1988 and was therefore familiar with the study area. At the review session, he received the photodocumentation from the current project as well as a copy of the historic context from the 1988 survey. After

visiting the study area, Williams completed a report defining the relationship between the physical and cultural environment of the study area as revealed through its architecture. A copy of his report is included in the appendix of this document.

The final phase of the project entailed compiling the survey data into its final form. This included final revisions of the Survey forms, especially the descriptions and justification of potential districts, composing the Final Report, and compiling the individual files for each property surveyed.

KINDS OF PROPERTIES SOUGHT AND IDENTIFIED

Familiarity with the Historic Context and Final Report of the 1988 survey narrowed the field of the types of properties sought. As the boundaries of the project confined the study area to El Reno's central business district, the occurrence of certain property types was highly predictable. Thus it was expected that the field surveyor would encounter mostly commercial properties associated with El Reno's commercial development. As El Reno was founded in 1889 during the opening of the Unassigned Lands, one would not find buildings before this date. The appearance of the Rock Island Railroad in 1890 helped assure the town's survival. The presence of the railroad and nearby Fort Reno contributed to El Reno's

growth and therefore to the growth of the central business district. Although the railroad tracks lay to the west of the study area, some buildings within the study area, such as the Liebmann Independent Ice Company, had a direct relationship with the railroad. However, most of the buildings in the study area did not have such a direct relationship, but the presence of the railroad cannot be discounted.

Commercial Buildings

As certain industries were attracted to El Reno because of the railroad, the central business district grew to meet the demands of a growing town. Similarly, the presence of the railroad also allowed for El Reno to become a regional agricultural center which in turn contributed to the growth of the commercial core. Most of this growth centered on Choctaw, Bickford, and Rock Island Avenues, between Hays and London Streets. Bickford and Rock Island Avenues featured the majority of the larger, two and three story retail establishments. Choctaw Avenue primarily featured government buildings, automobile-related businesses, and smaller, one story retail establishments.

During the 1950s and 1960s, the appearance of the central business district changed dramatically. These were the decades when such landmarks as the Municipal and Tinkelpaugh Buildings were razed. For the most part, these lots have remained vacant except for their use as parking

lots. This was also the era when merchants and property owners began covering their buildings with metal facades.

Despite the loss of some of the older buildings and the addition of some infill buildings, approximately 83% of the extant resources in the study area were constructed before 1945. This means that they meet the forty year criterion for this study. However, certain alterations, even if they are reversible, have excluded many of the buildings from warranting further study at this time.

Social Properties

Along with commercial buildings, it was expected that the field surveyor would find properties associated with fraternal and social organizations. The reconnaissance level survey of 1988 had identified the three-story Classical Revival Masonic Temple constructed in 1909 on Bickford Avenue. Similarly, that survey also identified the meeting hall of the I.O.O.F. (Independent Order of Odd Fellows). With the results of the 1988 survey in mind, it was expected that most of these types of organizations would meet in the upper stories of commercial buildings.

Transportation Properties

As mentioned, the tracks of the Rock Island Railroad lie to the west of the study area. Again, a review of the 1988 survey revealed that railroad-related properties such as depots and corporate offices were located close to the tracks and not in the study area. The results of the 1988

survey also revealed that there were no extant resources associated with the city's interurban railroad. However, as parts of the study area are bounded by U.S. 69 and U.S. 81, properties such as filling stations and diners were sought.

Government Properties

As El Reno is the county seat and largest town in Canadian County, the appearance of government properties was expected. The 1988 project disclosed that such properties as the courthouse, jail, post office, and public safety building were out of the study area. Such properties as the municipal offices and auxiliary county offices were sought during the current project.

Educational Properties

The field surveyor did not expect to find very many educational properties within a study area primarily devoted to commercial activities. The 1988 project showed that this was true. Several educational facilities such as the Carnegie Library and the El Reno High School lay just outside the study area. It was discovered, however, that an upper story of a commercial building housed a public library before construction of the Carnegie Library in 1905.

Recreational and Cultural Properties

The commercial core of the town was a likely place for residents and transients alike to seek diversions. It was expected that the field surveyor would find evidence of billiard parlors, bowling alleys, and movie theaters.

Evidence was also found of a Y.M.C.A. in an upper floor of one of the commercial buildings. The historical narrative from the 1988 survey also revealed the existence of an opera house as the early residents valued this type of entertainment.

Residential and Religious Properties

Again, as the study area focused on the commercial core of the city, none of these property types were recorded. The upper stores of several commercial buildings, however, contain apartments.

With the exception of residential and religious properties, representative examples of each property type were identified and documented.

AREAS NOT CONTAINING HISTORIC PROPERTIES

As intensive level surveys require the documentation of all extant resources in a study area, it is easy to identify those areas not containing historic properties. By identifying those properties warranting further study for possible inclusion on the National Register of Historic Places, one also identifies those properties which do not warrant further study. The designation of properties not warranting further study fell into two categories. If a property did not meet the age criterion as established for this study, it was deemed not to warrant further study.

Similarly, if a property had not retained its historic integrity, it also did not warrant further study. Thus, those areas containing resources which do not warrant further study contain no historic properties. It should be noted that if modern alterations such as those on the east side of the 100 block of South Bickford Avenue were removed, properties there might be determined to warrant further study. However, for the purposes of this project, the designation of whether a property warrants further study is based on the appearance of the building at the time the field survey was conducted. The justification for a property not warranting further study can be found on the individual property's Historic Preservation Resource Inventory Form.

Properties not warranting further study, along with those that do, are depicted on a map in the section of the report listing all documented properties in the survey.

DOCUMENTED PROPERTIES

The following is a list of all properties documented within the study area regardless of whether or not they warrant further study. Documentation consisted of completing the Historic Preservation Resource Inventory Form and the photodocumentation of at least two elevations for each property. The photographs were developed as 5" X 7" black and white glossies.

The list includes the name of the resource, its address or location, map coordinate, and index numbers for the location of the negatives for that resource. The map coordinate refers to the number assigned to the property so that it can be easily located on a map of all the documented properties. The index number identifies the roll number for the photographs. The acronym "IER" refers to Intensive Level Survey of Certain Portions of El Reno; and the final series of numbers refers to the exposure number. Thus the designations "1 IER 22A, 23A" for the Henry Schafer Oil Company #1 refers to roll one and exposures 22A and 23A and provides the photodocumentation for that property. All negatives have been submitted to the State Historic Preservation Office in archival, clear plastic holders. Each holder is identified by the role number and project acronym. A separate property index also accompanies the negatives.

Name:	Address:	Map Coordinate:
Negative:		
The Globe Savings Bank Drive-Up	100 N. Bickford Ave.	
	1 IER 8A, 9A	66
Otasco	101 N. Bickford Ave.	
	4 IER 32A, 33A	31
M. N. Wilson Building	110 N. Bickford Ave.	
	4 IER 12A, 13A	67
Ashbrook Agency-Conservative Investment	111 N. Bickford Ave.	
	4 IER 30A, 31A	29
Wiedemann Agency-Farmers Union Insurance	113 N. Bickford Ave.	
	4 IER 28A, 29A	28
Cox-Wright Furniture (Annex)	114 N. Bickford Ave.	
	4 IER 14A, 15A	69
Pennington's Pantry	115 N. Bickford Ave.	
	4 IER 26A, 27A	27
Small's Service Center	116 N. Bickford Ave.	
	4 IER 16A, 17A	70
The American Building	117 N. Bickford Ave.	
	4 IER 24A, 25A	26
Security Finance	118 N. Bickford Ave.	
	4 IER 18A, 19A	71
Allstate Building	120 N. Bickford Ave.	
	4 IER 20A, 21A	72
Beau Brummel Barber Shop Building	121 N. Bickford Ave.	
	4 IER 22A, 23A	25

Name:	Address:	Negative:	Map Coordinate:
American National Bank Building	100 S. Bickford Ave.	1 IER 6A, 7A	32
JKM Variety	105 S. Bickford Ave.	4 IER 34A, 35A	64
Doke Florists Building	108 S. Bickford Ave.	1 IER 10A, 11A	33
FOE Building	109-111 S. Bickford Ave.	4 IER 36A; 5 IER 0A	63
Cinema Building	110 S. Bickford Ave.	1 IER 14A, 15A	34
Itha's Fashion Tree	113 S. Bickford Ave.	5 IER 1A, 2A	62
El Reno Beauty College	115 S. Bickford Ave.	5 IER 3A, 4A	61
F. W. Woolworth's	116 S. Bickford Ave.	1 IER 16A, 17A	35
J.C. Penney Building	117 S. Bickford Ave.	5 IER 5A, 6A	60
Radio Shack	118 S. Bickford Ave.	1 IER 18A, 19A	36
Youngheim's	120 S. Bickford Ave.	1 IER 20A, 21A	37
Anheuser Busch Building	121 S. Bickford Ave.	5 IER 7A, 8A	59

Name:

Address:

Negative:

Map Coordinate:

Canadian County Health Depart. Bldg. 200 S. Bickford Ave. 1 IER 24A, 25A	38
Medicine Chest Healthmart Building 201 S. Bickford Ave. 2 IER 14, 15	58
Home Furnishings Center Building 205 S. Bickford Ave. 2 IER 12, 13	57
SEARS Catalog Store Building 207 S. Bickford Ave. 2 IER 10, 11	56
J. Worth Custom Jewelry Building 209 S. Bickford Ave. 2 IER 8, 9	55
Clark's Hobby and Crafts Shoppe 211 S. Bickford Ave. 2 IER 6, 7	54
Parts Plus Autostore Building 212 S. Bickford Ave. 1 IER 27A, 28A	39
Mordy's Restaurant 213 S. Bickford Ave. 2 IER 4, 5	53
Curtis Mathis (North Half) Building 214 S. Bickford Ave. 1 IER 29A, 30A	40
Curtis Mathis (South Half) Building 216 S. Bickford Ave. 1 IER 31A, 32A	41
Pan-Tex Cleaners 217 S. Bickford Ave. 2 IER 2, 3	52
All Ready Read Book Store 218 S. Bickford Ave. 7 IER 1A, 2A	42

Name:
 Address:
 Negative: _____ Map Coordinate: _____

Pawn Shop 220 S. Bickford Ave. 1 IER 33A, 34A	44
Peach Building 221 S. Bickford Ave. 1 IER 35A, 36A	51
Robert's Grill Building 300 S. Bickford Ave. 6 IER 7, 8	45
Gabes Tamale Factory Building 301 S. Bickford Ave. 5 IER 11A, 12A	49
Crystal Laundry and Cleaners Building 316 S. Bickford Ave. 5 IER 9A, 10A	46
Locke Supply Building 319 S. Bickford Ave. 6 IER 9, 10	48
Dresser Plumbing and Heating Building 320 S. Bickford Ave. 6 IER 21, 22	47
Liebmann Court Building 100 N. Choctaw Ave. 1 IER 2A, 3A	24
El Reno Municipal Building 101 N. Choctaw Ave. 1 IER 12A, 13A	2
Ross True Value Hardware Building 104-108 S. Choctaw Ave. 5 IER 23A, 24A	4
Farmers Insurance Group Building 110 S. Choctaw Ave. 5 IER 25A, 26A	5
Todd's Tavern Building 112 S. Choctaw Ave. 5 IER 27A, 28A	6

Name:
 Address:
 Negative: _____ Map Coordinate: _____

114 S. Choctaw Avenue Building 114 S. Choctaw Ave. 5 IER 29A, 30A	7
El Reno Parts Building 116 S. Choctaw Ave. 5 IER 31A, 32A	8
Sunset Conoco Building 120 S. Choctaw Ave. 6 IER 35, 36	9
Henry Schafer Oil Company #1 121 S. Choctaw Ave. 1 IER 22A, 23A	22
Henry Schafer Oil Company #2 Building 200 S. Choctaw Ave. 6 IER 33, 34	10
Wet Willie's Screen Printing Building 202 S. Choctaw Ave. 6 IER 31, 32	11
Veterinarian Consultation Service Building 208-210 S. Choctaw Ave. 6 IER 29, 30	12
Avants Cities Service Station Building 220 S. Choctaw Ave. 6 IER 27, 28	13
Uptown 66 Service Building 301 S. Choctaw Ave. 5 IER 17A, 18A	21
Delgado's Comedor Mexican Restaurant Building 316 S. Choctaw Ave. 5 IER 21A, 22A	15
Soil Conservation Service Building 320 S. Choctaw Ave. 5 IER 34A; 7 IER 7A	16
The Globe Savings Bank Building 100 N. Rock Island Ave. 3 IER 32A, 33A	109

Name: Address: <u>Negative:</u>	<u>Map Coordinate:</u>
Bill's Auto and Tractor Supply 110 N. Rock Island Ave. 3 IER 34A, 35A	111
Citizens National Bank Drive-Up Building 121 N. Rock Island Ave. 4 IER 10A, 11A	73
Citizens National Bank & Trust Co. Bldg. 100 S. Rock Island Ave. 4 IER 8A, 9A	74
Canadian Co-operative Grocery Building 101-103 S. Rock Island Ave. 3 IER 30A, 31A	108
Judy Lea Fashions Building 105 S. Rock Island Ave. 3 IER 28A, 29A	107
Mother Goose Fashions Building 107 S. Rock Island Ave. 3 IER 28A, 29A	106
Felts Shoes/Century 21 Building 108-110 S. Rock Island Ave. 4 IER 6A, 7A	75
City Finance Company Building 109 S. Rock Island Ave. 3 IER 26A, 27A	105
The Commercial Bank Building (Historic) 111 S. Rock Island Ave. 3 IER 24A, 25A	104
Haynes Photo Building 112 S. Rock Island Ave. 4 IER 4A, 5A	76
The Commercial Bank Building (Historic) 113 S. Rock Island Ave. 3 IER 22A, 23A	103
Rinehart and Rinehart Inc. 115 S. Rock Island Ave. 3 IER 8A, 9A	102

Name:
 Address:
 Negative: _____ Map Coordinate: _____

Eaton and Associates Insurance 117 S. Rock Island Ave. 3 IER 12A; 7 IER 4A	101
International Tours 119 S. Rock Island Ave. 3 IER 15A; 7 IER 5A	100
El Reno Tag Agency Building 120 S. Rock Island Ave. 3 IER 6A, 7A	78
Lee Optical Building 121 S. Rock Island Ave. 3 IER 16A, 17A	98
Garner Floral Building 201 S. Rock Island Ave. 3 IER 4A, 5A	97
The Firm Body Toning Building 203 S. Rock Island Ave. 3 IER 2A, 3A	96
El Reno Cablevision Building 205 S. Rock Island Ave. 2 IER 36, 37	95
Warren's Studio Building 207 S. Rock Island Ave. 2 IER 34, 35	94
Moore Jewelry Building 209 S. Rock Island Ave. 2 IER 32, 33	93
Youngblood's Electric & Gifts Building 210 S. Rock Island Ave. 2 IER 16, 17	79
Ray Slimp & Son Floor Covering Building 211 S. Rock Island Ave. 2 IER 30, 31	92
F.X. Gerrer Building 212-214 S. Rock Island Ave. 2 IER 20, 21	80

Name:
 Address:
 Negative: _____ Map Coordinate: _____

Oneida's Beauty Box 213 S. Rock Island Ave. 2 IER 28, 29	91
Zona and Winifred's Stylette/OK Shoe Shop 216-218 S. Rock Island Ave. 2 IER 18, 19	81
Credit Bureau of El Reno, Inc. 217 S. Rock Island Ave. 2 IER 26, 27	89
J. A. Hatchett Building 219 S. Rock Island Ave. 2 IER 24, 25	88
Service Center Family Hair Care 220 S. Rock Island Ave. 2 IER 22, 23	82
Love's Country Store Building 300 S. Rock Island Ave. 6 IER 5, 6	83
Family Dollar Building 301 S. Rock Island Ave. 3 IER 36A; 4 IER 1A	87
Investors Federal Bank Building 316 S. Rock Island Ave. 6 IER 3, 4	84
Southwestern Bell Telephone Co. Bldg. 319 S. Rock Island Ave. 4 IER 2A, 3A	86
Piddlin' Place Ceramics Building 401-403 S. Rock Island Ave. 6 IER 1, 2	85
Freddie R. Hobson Building 205-207 E. Russell St. 3 IER 18A, 19A	99
Reeve's Bar-B-Q Building 110 W. Wade St. 7 IER 0A, 2A	43

Name:
Address:
Negative: _____ Map Coordinate: _____

Eisenhower Body Shop Building 111 W. Wade St. 5 IER 13A, 14A	19
Curtis Insurance Building 115 W. Wade St. 5 IER 15A, 16A	20
American National Bank Drive-Up Building 100 block W. Woodson St., South side 1 IER 4A, 5A	23
Dresser Plumbing & Heating, North Structure 300 block S. Choctaw Ave., East side, second structure from South corner 6 IER 25, 26	18
Dresser Plumbing & Heating, South Structure 300 block S. Choctaw Ave., East side, first structure from South corner 6 IER 23, 24	17
Kool Daze Building 300 block S. Choctaw Ave., West side, just South of W. Wade Street 5 IER 19A, 20A	14

INDIVIDUAL PROPERTIES AND DISTRICTS WARRANTING FURTHER STUDY

This portion of the report contains two parts. The first is a list of the properties determined to warrant further study for possible inclusion on the National Register of Historic Places. The list contains the resource's name, its address, map coordinate, and index numbers for the location of the photodocumentation negatives for that property.

The second part is a narrative describing and justifying a potentially eligible historic district in the study area. A map depicting the district follows the narrative. The map also shows the location of individual properties which warrant further study.

Name:
 Address:
 Negative: _____ Map Coordinate: _____

Ashbrook Agency-Conservative Investment 111 N. Bickford Ave. 4 IER 30A, 31A	29
Wiedemann Agency-Farmers Union Insurance 113 N. Bickford Ave. 4 IER 28A, 29A	28
Small's Service Center 116 N. Bickford Ave. 4 IER 16A, 17A	70
The American Building 117 N. Bickford Ave. 4 IER 24A, 25A	26
Security Finance 118 N. Bickford Ave. 4 IER 18A, 19A	71
JKM Variety 105 S. Bickford Ave. 4 IER 34A, 35A	64
F. W. Woolworth's 116 Bickford Ave. 1 IER 16A, 17A	35
Clark's Hobby and Crafts Shoppe 211 S. Bickford Ave. 2 IER 6, 7	54
Mordy's Restaurant 213 S. Bickford Ave. 2 IER 4, 5	53
All Ready Read Book Store 218 S. Bickford Ave. 7 IER 1A, 2A	42
Pawn Shop 220 S. Bickford Ave. 1 IER 33A, 34A	44
Peach Building 221 S. Bickford Ave. 1 IER 35A, 36A	51

Name:
 Address:
 Negative: _____ Map Coordinate: _____

El Reno Parts Building 116 S. Choctaw Ave. 5 IER 31A, 32A	8
Henry Schafer Oil Company #1 121 S. Choctaw Ave. 1 IER 22A, 23A	22
Avants Cities Service Station Building 220 S. Choctaw Ave. 6 IER 27, 28	13
Soil Conservation Service Building 320 S. Choctaw Ave. 5 IER 34A; 7 IER 7A	16
Bill's Auto and Tractor Supply 110 N. Rock Island Ave. 3 IER 34A, 35A	111
The Commercial Bank Building (Historic) 111 S. Rock Island Ave. 3 IER 24A, 25A	104
The Commercial Bank Building (Historic) 113 S. Rock Island Ave. 3 IER 22A, 23A	103
Rinehart and Rinehart Inc. 115 S. Rock Island Ave. 3 IER 8A, 9A	102
Eaton and Associates Insurance 117 S. Rock Island Ave. 3 IER 12A; 7 IER 4A	101
International Tours 119 S. Rock Island Ave. 3 IER 15A; 7 IER 5A	100
F.X. Gerrer Building 212-214 S. Rock Island Ave. 2 IER 20, 21	80
Oneida's Beauty Box 213 S. Rock Island Ave. 2 IER 28, 29	91

Name:		
Address:		
Negative:		Map Coordinate:
Zona and Winifred's Stylette/OK Shoe Shop		81
216-218 S. Rock Island Ave.		
2 IER 18, 19		
Credit Bureau of El Reno, Inc.		89
217 S. Rock Island Ave.		
2 IER 26, 27		
J.A. Hatchett Building		88
219 S. Rock Island Ave.		
2 IER 24, 25		
Piddlin' Place Ceramics Building		
401-403 S. Rock Island Ave.		
6 IER 1, 2		85



INTENSIVE LEVEL SURVEY OF EL RENO
 STUDY AREA
 (NOT TO SCALE)

- Warrants Further Study
- Does Not Warrant Further Study

DOWNTOWN EL RENO HISTORIC DISTRICT

As mentioned earlier, approximately 83% of the extant buildings within the study area meet the forty year age criterion established for this project. However, recent infill buildings or alterations to the older buildings have dramatically changed the appearance of El Reno's downtown. These types of buildings have prevented the designation of a concentrated historic district. Instead, project personnel have designated a discontinuous district.

The properties within the district share an association with El Reno's commercial development. From the arrival of the Rock Island in 1890 through World War II, El Reno matured into a regional railroad and agricultural center. The proximity of the town to Fort Reno has also influenced its growth. The properties within the historic district do not directly reflect these themes but instead are associated with meeting the consumer needs of residents and others dependent upon these forces.

The determination of the district rests solely on the survey's determination of eligibility. It also sought to achieve a proportion of contributing resources of at least 70%. The 30% noncontributing rate includes several properties which are presently covered with false facades or other reversible alterations. An example of an altered facade is the building at 115 S. Bickford Avenue. If these alterations are removed, then these resources may be

designated as contributing resources to a potential historic district.

Boundaries for the Downtown El Reno Historic District

The boundaries for the proposed historic district are as follows:

Beginning at initial Point A at the northwest corner of 117 Choctaw Avenue, following the south curbline of W. Hays Street east to the rear property line of 121 N. Bickford Avenue; proceeding south to the north property line of 117 N. Bickford Avenue; then east along this line and continuing across N. Bickford Avenue and along the north property line of 118 N. Bickford Avenue; then south behind the rear of the property to a point behind 110 N. Bickford Avenue; then east across N. Rock Island Avenue to a point on the curbline in front of 110 N. Rock Island Avenue; then north along the curbline to the north corner; then east along the south curbline of E. Hays Street to the rear of 124 N. Rock Island; then south to the south property line of 104 N. Rock Island Avenue, then west along this line, continuing west across N. Rock Island Avenue to a point behind 100 N. Bickford Avenue; then south across E. Woodson Street behind 101 S. Bickford Avenue and continuing to a point behind 113 S. Bickford Avenue; then east along the north property line of 114-118 S. Rock Island Avenue, continuing east to a point along the curbline in front of 113 S. Rock Island Avenue; then north to the north boundary line of 111 N. Rock Island

Avenue; then proceeding east along this boundary line to a point at the rear of the property; then south to the south property line of 119 S. Rock Island Avenue; then west along this line and continuing west across S. Rock Island Avenue and along the south property line of 114-118 S. Rock Island Avenue to a point behind 121 S. Bickford Avenue; then south to the north curbline of E. Russell Street; then continuing west along this curbline across S. Bickford Avenue to the northeast corner at Sunset Drive and S. Choctaw Avenue; then proceeding north along the curbline of 121 S. Choctaw Avenue to its north boundary line; then proceeding east along this line to a point behind 116 S. Bickford Avenue; then north behind this property to its north boundary line; then east along this line across S. Bickford Avenue to a point along the curbline in front of 113 S. Bickford Avenue; then north along the curbline and across E. Woodson Street to the northeast corner of the intersection of E. Woodson Street and N. Bickford Avenue; then proceeding west across N. Bickford Avenue and continuing west along the north curbline of W. Woodson Street to a point behind 101 N. Bickford Avenue; then proceeding north to a point behind 113 N. Bickford Avenue; then turning west and continuing across N. Choctaw Avenue and proceeding west to a point behind 117 N. Choctaw Avenue; then proceeding north to the initial starting Point A (see map).

Also: Beginning at Point B at the curbline at the north end

of the property at 211 S. Bickford Avenue; then proceeding east along this boundary line and the northern boundary of 212 S. Rock Island Avenue and east across S. Rock Island Avenue to a point on the curb in front of 211 S. Rock Island Avenue; then south to the north property line of 213 S. Rock Island Avenue; then east along this boundary to a point behind this property; then continuing south to a point along the north curblineline of E. Wade Street; then west along this curblineline across S. Rock Island Avenue to a point just east of the alley between S. Rock Island Avenue and S. Bickford Avenue; then proceeding south across E. Wade Street along the east property line of 102 E. Wade Street to a point at the rear of the property; then west behind the property to its western boundary; then proceeding north along this line across E. Wade Street to the street's north curblineline; then west along the curb and across S. Bickford Avenue and west to the western boundary of 220 S. Bickford Avenue; then proceeding north along this boundary to the southern boundary of 218 S. Bickford Avenue; then proceeding west along this boundary to the rear of the property; then north along this line to its northern boundary; then proceeding east along this line, continuing across S. Bickford Avenue to a point on the curb in front of 217 S. Bickford Avenue; then north to initial Point B (see map).

It should be noted that there are ten properties within the study area which were documented during the 1988

reconnaissance level Architectural/Historic Survey of El Reno and Portions of Canadian County. All were determined to warrant further study. For the purposes of this survey, they have been assigned map coordinates for easy identification. All of these properties, with the exception of Ross Town and Country Store (Map Coordinate #3), lie within the designated Downtown El Reno Historic District. For further information about these properties refer to the "Historic Context" and "Final Report" documents for the 1988 Architectural/Historic Survey of El Reno and Portions of Canadian County. The names of these ten properties and their map coordinates follow.

<u>Name of Resource</u>	<u>Map Coordinate</u>
Liebmann Independent Ice Co. 117 N. Choctaw Ave.	1
Ross Town and County Store 100 S. Choctaw Ave.	3
Kerfoot Bros./I. Jalonick Building 107-109 N. Bickford Ave.	30
Appliances, Etc. (El Reno Motors) 102 E. Wade Street	50
El Reno State Bank 101 S. Bickford Ave.	65
Masonic Temple 112 N. Rock Island Ave.	68
Rock Island Block Building 114-118 S. Rock Island Ave.	77
Broken Heel Boot and Shoe Repair 215 S. Rock Island Ave.	90
Professional Building 104 N. Rock Island Ave.	110

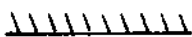
Superservice Station
120-124 N. Rock Island Ave.

112



INTENSIVE LEVEL SURVEY OF EL RENO

STUDY AREA
 (NOT TO SCALE)



Boundaries for proposed Downtown El Reno Historic District

Contributing and Noncontributing Properties

<u>Location</u>	Contributing	Noncontributing
<u>N. Bickford Ave.</u>		
100 Block	7	5
<u>S. Bickford Ave.</u>		
100 Block	3	7
200 Block	5	1
<u>N. Choctaw Ave.</u>		
100 Block	1	
<u>N. Rock Island Ave.</u>		
100 Block	3	
<u>S. Rock Island Ave.</u>		
100 Block	6	
200 Block	6	1
<u>E. Wade St.</u>		
200 Block	<u>1</u>	—
Total	33	14

Total Properties = 47

Percentage of contributing Resources = 70.2%

SUMMARY

The Architectural/Historic Survey of Certain Portions of El Reno, Canadian County, Oklahoma was a success. It involved the minimal documentation of all standing resources in a seventeen block area of the town's central business district. It documented 102 properties. This, along with the 10 properties documented during the Reconnaissance Level Architectural/Historic Survey of El Reno and Portions of Canadian County of 1988, combine for a total of 112 resources documented within the study area. Thirty-eight of these properties were considered worthy of further study for possible inclusion on the National Register of Historic Places. Twenty-eight of these were documented during the present survey. A file containing a completed Historic Preservation Resource Inventory Form, two elevation photographs, and any other documentation was created for each property. These have been submitted to the State Historic Preservation Office. The project also identified a potential historic district. This document not only summarizes the project results, but also serves as a reference guide to the data. The historic context document from the 1988 survey provides the necessary link between the downtown El Reno properties and the past which gives them meaning. Finally, the diskettes containing information from the present project have been submitted to the State Historic Preservation Office in order to facilitate the

data's entry into a collective data-base on Oklahoma's cultural resources.

The Oklahoma Historic Preservation Survey has fulfilled the contractual obligations of this project in a highly professional manner. More important, the survey proved to be a cost-effective means of increasing both the area within Oklahoma inventoried for historic resources and the number of properties recorded. It therefore will serve as a valuable reference for guiding future land-use and cultural resource management.

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ARCHITECTURAL REVIEW OF EL RENO, OKLAHOMA

for Dr. Bill Bryans, Professor of History

Oklahoma State University

by Jeffrey K. Williams, AIA, Associate Professor of Architecture

Oklahoma State University

August 27, 1989

Architectural form like form in other arts, reflects the values and aspirations of society. This is a recognized condition which has proven true throughout many years of history and historical study. In reviewing the downtown area of El Reno, Oklahoma, one may utilize this principle to make varying interpretations of its architecture. The conclusions one draws will be dependent upon which period in El Reno's history one observes.

In general, the downtown area, primarily Bickford and Rock Island Avenues between Wade and Hays Streets, has a two and three story urban character, or identity, typical of small towns of the region. Its character is established by several key buildings, most of which were erected during the late-nineteenth and early twentieth centuries and are dispersed throughout the downtown area. Less architecturally significant infill buildings (primarily brick, of varying time periods) help enclose the street network.

The downtown street grid follows the Cartesian system of north-south, east-west axes, thus suggesting that it was established prior to the emergence of the town's railroad service. The street is pleasantly scaled to the pedestrian, with the street corridor width approximately twice the height of the average building. Traffic in the downtown area appears to be minimal at the present time.

By far, the most prominent building on Rock Island

Avenue is the Rock Island Block. It is of brick construction with a repetitive ABA window rhythm, and has very energetic, masculine stone detailing, lending a Romanesque Revival character. Its vertical cornice projections call significant attention to its facade along what is an otherwise uniformly corniced street.

The other major historical examples along Rock Island Avenue are the Professional Building at the north end of the study area, with its finely proportioned brick work and stone detailing, and the F.X. Gerrer Building (c. 1892) at the south end of the study area, with its vertically emphasized brick facade. Both of these examples have been maintained quite well, and serve as examples for the buildings of lesser quality which infill the major works.

Bickford Avenue is also home to a number of fine historically significant buildings. These include: C.M. Hobbs Building (c. 1893); Youngheims Building (c. 1901); the Kerfoot Brothers/I. Jalonick Building; American Building (c. 1909); Masonic Temple; and, Old Bank/ Babcock Building.

The C.M. Hobbs Building anchors the northwest corner of Bickford Avenue and Wade Street. It is of brick construction with an exquisite metal cornice. Unfortunately (at least from an architectural design perspective) a major portion of its cornice was recently removed in order to apply metal siding.

The Old Bank/Babcock Building anchors the southwest

corner of Bickford Avenue and Woodson Street with well maintained and elegant brick detailing in the Classical Revival style. The west side of Bickford Avenue is home to the Kerfoot Brothers/ I. Jalonick Building, with its energetic brickwork and less than perfect proportions, and the American Building, with its simple but carefully studied brick and stone detailing. It is also of note that the America Building is currently undergoing what appears to be a high quality remodelling.

Immediately across Bickford Avenue is the jewel of the north end of the study area, the Masonic Temple. It is a simple brick building with a beautiful Classical Revival facade. Fortunately, its stone pillars dominate the facade, thus rendering the very poor ground level remodel little importance. Its proportions are very carefully studied, and are a credit to its organization.

These are the key buildings which determine the character of downtown El Reno. It is a pleasant, comfortable character which solidifies in built form an emphasis of quality and a celebration of achievements which is uniquely El Reno. Unfortunately, the buildings which infill these are of varying quality levels. It is difficult to evaluate them from an historical perspective because most are covered with metal siding as a result of remodeling ventures of the 1950s, 1960s, and 1970s. In addition, the contemporary buildings in the downtown area certainly have

not achieved the quality level established by the major historical works.

In general, the buildings of downtown El Reno form an identity which, although pleasant, is still lacking urban coherence. It certainly would be aided by special attention to the infill buildings. In addition, the street edges, should be more clearly defined than the existing scattering of trees allow. Finally, a clear sense of entrance, or arrival, would significantly improve the sense of place which the downtown should possess.

These issues could be addressed by selective and careful study of new buildings to the downtown core, by embracing the historical base which currently exists, or some combination in between. I would expect the designation of this area to the National Register of Historic Places to currently be a difficult proposition due to the prevalence of undeveloped infill buildings. That judgement, however, should be made by others more familiar with the appropriate regulations.

In summary, the late nineteenth and early twentieth centuries were extremely positive and energetic periods in El Reno's life. This has clearly been recorded in its built environment. The periods since then have had mixed results architecturally. I would suggest this is indicative of the values of El Reno during these periods as well. Most encouraging are the current attitudes which are striving to

look to the future, and , hopefully overcoming the problem areas in the process.