

**Dallas Landmark Commission
Landmark Nomination Form**

1. Name

historic: Fidelity Union Life Tower
and/or common:
date: 1952

2. Location

address: 1507 Pacific Ave. and 1511 Bryan St.
location/neighborhood: Downtown Dallas
 block: 233 lot:
 land survey: (see exhibit A)
 tract size:

3. Current Zoning

current zoning: Office

4. Classification

Category	Ownership	Status	Present Use	___ museum
___ district	___ public	___ occupied	___ agricultural	___ park
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	___ commercial	___ residence
___ structure	___ both	___ work in progress	___ educational	___ religious
___ site	Public	Accessibility	___ entertainment	___ scientific
___ object	Acquisition	<input checked="" type="checkbox"/> yes:restricted	___ government	___ transportation
	___ in progress	___ yes:unrestricted	___ industrial	<input checked="" type="checkbox"/> other, specify
	___ being considered	___ no	___ military	<u>vacant, former office</u>

5. Ownership

Current Owner: Hamilton Fidelity, LP
Contact: Larry Hamilton **Phone:** 303/340-3623
Address: 12101 E. 2nd Ave., Suite 205, Aurora CO 80011-8328

6. Form Preparation

Date: June 7, 2004, Revised November 1, 2005
Name & Title: Dr. Marsha Prior and Kate Singleton
Organization: Geo-Marine, Inc.
Address: 550 East 15th Street, Plano TX 75074
Contact: Kate Singleton
Phone: 214 543-8565

7. Representation on Existing Surveys

Alexander Survey (citywide) local state national National Register
H.P.L. Survey (CBD) A B C D Recorded TX Historic Ldmk
Oak Cliff TX Archaeological Ldmk
Victorian Survey
Dallas Historic Resources Survey, Phase ___ high ___ medium ___ low
For Office Use Only
Date Rec'd: _____ Survey Verified: Y N by: _____ Field Check by: _____ Petitions Needed: Y N
Nomination: Archaeological Site Structure(s) Structure & Site District

8. Historic Ownership

original owner: Fidelity Union Life Insurance Company
significant later owner(s):

9. Construction Dates

original: 1952
alterations/additions: 1960

10. Architect

original construction: Wyatt C. Hedrick (1952)
alterations/additions: Hedrick and Stanley (1960)

11. Site Features

natural:
urban design: Central Business District, Downtown Dallas

12. Physical Description

Condition, check one:

___ excellent ___ deteriorated ___ unaltered X original site
X good ___ ruins X alterations pending ___ moved(date ___)
X fair ___ unexposed

Check one:

Describe present and original (if known) physical appearance. Include style(s) of architecture, current condition and relationship to surrounding fabric (structures, objects, etc). Elaborate on pertinent materials used and style(s) of architectural detailing, embellishments and site details.

Developed as the Fidelity Union Life Insurance Company headquarters and tenant office facility in 1952, the original structure consisted of a 21-story office building (292,050 gsf) with two basements and a seven-level (two below grade) parking garage. Located in the center of downtown Dallas, adjacent to Thanksgiving Square, the 21-story building is situated on a lot bounded by Bryan, Bullington, Federal, and Akard streets. Bryan and Bullington streets serve as the primary façades with the parking garage facing Federal and Akard streets.¹ In 1959/1960, a 31-story addition (536,330 gsf) was designed and built; it faces Akard Street and Pacific Avenue and includes a garage for 800 cars. The physical address for the original structure is historically 1511 Bryan; however, the address of the tower, 1507 Pacific, is more frequently used.

¹ "Downtown Site Bought for Fidelity Union Home." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "Buildings—Fidelity Union"; *Dallas* 1951 (Vol. 30, January):33, 44.

Designed, and constructed by the same team of professionals, these two office towers are to be viewed as one entity and are internally connected. The 21-story tower was designed by W.C. Hedrick in 1952; the 31-story tower designed by W.C. Hedrick and his partner, Nelson Stanley in 1960. The combined building appears as two skyscrapers, due largely to the difference in height between the original "building" and the "tower addition." Over the years the shorter, 21-story facility, has been commonly referred to as "the building" and the taller, 31-story facility is known as "the tower."²

Original structure (21-story building)

Designed in a regional interpretation of the Mid-Century Modern style, the office tower's skin is composed of Kasota limestone panels, with Malverne brick and trimmed in deep green granite and bands of natural anodized aluminum windows composing the balance of the materials. The Bullington Street, east elevation, as it exists today and as depicted in architectural drawings dating 4-2-51 (Hedrick, Job Number 4211, Sheet A-111), consists of granite-face pilasters and bases separating entries and large single and triple expanses of aluminum windows (now tinted) with a limestone belt above. This is followed by the second through the 21st floors, which are defined by four distinct vertical patterns of brick and glass. The first, southern most, vertical pattern is a continuous glass curtain wall to the full height of the building. Each floor is composed of four bays with three lights; the bottom being wire glass and the upper two lights are clear glass. The next pattern, roughly 20% of the façade, is clad in the face brick with no windows. The third pattern, which occupies about 40% of the face, includes a ribbon pattern of (5x4 foot) windows separated by face brick spandrels. The fourth pattern, encompassing less horizontal space than the other three patterns, is face brick with no windows. Face brick also covers the elevator and mechanical penthouses and a corporate apartment at the roof level. Cast stone coping separates the roof from the 21st floor.

The other primary façade, the south elevation facing Bryan Street, is also depicted in original architectural drawings dating 4-2-51 (Hedrick, Job Number 4211, Sheet A-111). It remains today very much as it was drawn in 1951, with the first floor consisting of granite facing divided at the east end by large aluminum windows and double and triple doors. The second floor through the mechanical/elevator penthouse, above the twenty-first floor, are faced in large square blocks of limestone, with each square consisting of nine small squares (roughly 3' feet blocks each). Horizontally, there are 12-large square blocks per floor and vertically 26-large square blocks from the second to the 21st floor with two additional large square blocks cladding the penthouse. Face brick is also present on the east end of the penthouse, at what is probably the elevator housing. A vent grill is visible where the west end of the Bryan Street façade extends slightly from the east end of the building face creating a vertical line from the first floor to the elevator penthouse.

The north elevation, from the eighth floor up replicates one of the patterns visible on the east elevation, where a ribbon pattern of (5'x4" foot) windows is separated by bands of face brick. The floors below the eighth level abut the parking garage. The west façade is relatively stark in appearance and includes the parking garage, which was expanded to ten levels at the time of construction of the 31-story tower addition. Outside of the parking garage, the west elevation is a plane brick wall with no windows and two rectangular mechanical vents per floor (above the garage).

The interior of the 21-story building originally included a first floor lobby appointed in Swiss marble. Today, the lobby is defined by faux cooper wainscoting. The upper floor elevator lobbies (presumably the executive office floors) were reportedly trimmed in Italian Razora marble. Modern interior conveniences included electronically controlled Westinghouse Selecto-Matic Elevators, Pittsburgh Picto-Matic (touch to

² Dallas 1959 (Vol. 38, January):46; Ann Midgett, Information Resource Center Manager, TXU, personal communication, 2004.

open) doors, triple conduit underfloor ducts, over-sized Carrier air-conditioning equipment, and a private parking garage for the tenants of the building.³ Office space occupied most floors with a corporate apartment located on the roof. These spaces have been modernized over the years with drop ceilings, new flooring, and changes in space configuration.

Addition (31-story tower)

By 1959, Fidelity Union's investment company, Mayflower Investment, had determined that the success of the insurance company, as well as its major tenant (Texas Power & Light), warranted a new high-rise tower that would serve as an addition to the 21-story building. Designed again by Hedrick, who had since formed a partnership with architect Nelson Stanley, the new tower's design complemented that of the original structure with blond brick spandrels trimmed in green mosaic tile-wrapped perimeter columns interrupting bands of natural anodized aluminum framed windows (on the Akard, Pacific, and Federal street façades). The only façade to differ from this pattern occurs at the intersection of Bryan and Pacific, where instead of blond brick spandrels, green mosaic tiles divide the bands of anodized aluminum windows. A true addition to the original 21-story structure, all of the floors are in vertical alignment creating large shared floor plates.

Completed in early 1960, the tower included additional office tenant space, as well as a new cafeteria, snack bar, and shopping facilities. The cafeteria was located between the entry lobbies of the main building and tower and is a shared space. Like the 21-story building, modernizations have occurred within the tower resulting in changes to the configuration of office space, the installation of drop ceilings, etc. The configuration of the main lobby, however, appears to have not been altered.

Condition and Integrity (original building and tower)

The physical condition and historical integrity of the building and tower are good. Changes to the exterior appear to be minor and include the installation of tented film, much of which is in disrepair, on most windows. The window mullions on multiple building faces are in need of repair. Green tiles at several locations on the tower are missing. The interior of the building and tower have been remodeled over the years, as noted above.

³ "Building Lifts Dallas Horizon." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

13. Historical Significance

Statement of historical and cultural significance. Include: cultural influences, special events and important personages, influences on neighborhood, on the city, etc.

Significance

The Fidelity Union Building is significant locally for its association with a highly successful, innovative insurance company that contributed to the commercial growth and development of Dallas. It is an outstanding representation of the economic transition that occurred locally and nationally immediately after World War II through the early 1960s. It is also significant for its association with Carr P. Collins, Sr., founder of the Fidelity Union Life Insurance Company and noted philanthropist. Finally, the building is also eligible for its architectural style, contribution toward a growing trend in Dallas architecture, and as an example of the work of Wyatt C. Hedrick, a master architect. The period of significance of the property extends from its construction in 1952 through 1960, when the tower addition was completed, to 1979, when the Collins' family sold their remaining interest in the building.

Fidelity Union Life Insurance Company and other Notable Tenants (such as TP&L and Chamber of Commerce)

The Fidelity Union Life Insurance Company was chartered in 1927 by Carr P. Collins, Sr., and business partner, William Morriss. The Fidelity Union Life Insurance Company began its operations in the "Bailey and Collins Building" on Browder Street in Dallas. Not long afterwards, it was moved to a 12-story building at 1000 Main Street. By 1930, Collins and local businessmen Robert L. Thornton had joined forces to build the Wholesale Merchants Building at 912 Commerce Street. Upon its completion, Collins moved his insurance company to the Commerce property where it remained until the 21-story Fidelity Union Building was constructed twenty-three years later. Collins served as president from 1928 to 1933. He then became chairman of the board with Earl B. Smyth serving as president.⁴

Upon the death of Earl Smyth, Collins returned as president in 1943 and pursued an expansion program that resulted in a 23% increase by 1946. Three years later, he had nearly tripled the size of his company. Between the years 1942 to 1952, annual sales records at Fidelity Union had risen from \$2,825,660 to \$40,185,617.⁵ This success led the company to announce their plans to erect a new office for its headquarters in December 1950. By the time the Fidelity Union Building held its formal grand opening in March 1953, the insurance company was celebrating 25 years of success and boasting \$138,000,000 of insurance in force, thus making it one of the leading insurance companies in the nation.⁶

Throughout the remainder of the 1950s, Fidelity Union Life Insurance Company continued its remarkable growth under the leadership of both Carr P. Collins, Sr., and his son, James M. Collins, who was appointed president in 1954. One of the keys to the company's success was a marketing concept developed by Carr Collins, Sr., whereby, policyholders were grouped according to common insurance needs, i.e., school teachers or college graduates. Each group was then specifically targeted with advertising that was relevant

⁴ Neville, D., *Carr P. Collins: Man on the Move*, Park Press, Dallas, 1963:100-101, 137. Dallas Times Herald, Section 6: Fidelity Union Section, March 8, 1953. On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."; "Fidelity Union Story One of Sturdy Growth," On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

⁵ Dallas Times Herald, Section 6: Fidelity Union Section, March 8, 1953. On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

⁶ Dallas Times Herald, Section 6: Fidelity Union Section, March 8, 1953. On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

to that particular group. Collins even grouped "total abstainers" together, arguing that they were "the best insurance risk." When implemented in 1953, Fidelity Union was the only company offering special insurance to abstainers. Collins' marketing strategy paid off. During the first quarter of 1955, sales had increased by 40% over the previous year. Fidelity Union capped the decade with an insurance force valued at \$485,348,457.⁷ This success led, in part, to the construction of the 31-story tower addition (to the original 21-story building), which began in 1959 and was completed by 1960.

The completion of this major addition in 1960 Fidelity reflected the phenomenal growth of the insurance industry during the period and contributed to the commercial development of downtown Dallas, which was experiencing a building boom after World War II. As one of the top 20 insurance companies in Dallas, Fidelity Union ranked fifth in assets (\$51,808,589) in 1959, following Southwestern Life, Southland Life, Republic National, and Reserve Life. The combined total in assets for Dallas' top 20 companies was \$1,194,571,845. That same year, Fidelity Union ranked fourth in the city for the value of its insurance in force (behind Republic National, Southwestern Life, and Southland Life) with \$485,348,457. The total value of insurance in force for the city's top 20 companies came to \$7,925,423,652. By the early 1960s, the insurance industry was touted as being one of the city's "most dynamic" economic industries and Dallas was ranked fourth in the nation as a leading insurance center.⁸

Fidelity Union's prosperity and association with the Collins' family continued until the late 1970s. In 1979, under the leadership of Michael Collins (son of James M. Collins, and grandson of Carr P. Collins, Sr.), Fidelity Union had nearly \$6.5 billion of life insurance in force and \$600 million in assets. That same year, the company agreed to sell the Collins family's controlling interest and remaining shareholders' stock, for \$370 million, to Allianz of America, Inc. (a subsidiary of the German company, Allianz Versicherungs A.G.—the largest insurance company in Europe). With the business now sold, the Fidelity Union Building was transferred to a London-based company, J. Henry Schroeder Bank & Trust Company, on behalf of foreign investors for \$45 million.⁹

The other primary tenant of the 21-story building and later the tower addition was Texas Power and Light (TP&L), which continually leased space in the building from 1953 until 1995. TP&L, which previously had offices in the near-by Interurban Building, held a 99-year lease for the top nine floors of the Fidelity Union Building.¹⁰ It also occupied a significant portion of the tower addition when it was completed seven years later. In fact, the tower was constructed, in part, because of the growth and space requirements of TP&L.

TP&L has played a major role in the utilities industry, and by the 1930s had grown to become one of the largest utilities companies in the state. In recognition of its valuable contribution, TP&L received the electricity industry's highest award, the Coffin Award, in 1954 just one year after it had established its headquarters in the Fidelity Union Building. During a luncheon held in TP&L's honor, the company was praised for making "the most distinguished contribution to the convenience of the public and benefit of the industry" and was specifically cited for its contribution to agricultural development. Farm service advisers

⁷ *Dallas* 1955 (Vol. 34, April):9, 1961 (Vol. 40, April):4; "Abstainers From Alcohol Rate Special Dividends." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."; Ftacek, J., "Fidelity Union Life Insurance." The Handbook of Texas Online, <http://www.tsha.utexas.edu/handbook/online>, December 4, 2002.

⁸ *Dallas*, April 1961 (Vol. 40, April):24-25.

⁹ "Fidelity Union looks ahead to linkup with Allianz," "Fidelity Union holds acquisition talks," "Fidelity Union Life talks acquisition," "German firm Ok's purchase of Fidelity Union stock," "German firm makes giant offer for Fidelity Union," "Fidelity, Allianz sign pact." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

¹⁰ "Fidelity Union Life to Move Saturday." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."; "Fidelity Union Life New Building Ready." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."; "General Offices of Texas Power & Light Company Moved into New Quarters Under Lease Agreement," *Texas Utility News* XXXI(No. 3, March) 1953. On file, TXU Business Services, Information Resource Center.

at TP&L held meetings with individual farmers to make them aware of the benefits of electrical service, helping them to become more profitable.¹¹

Another important tenant to occupy space in the tower addition was the Dallas Chamber of Commerce, which moved its offices into the addition in May of 1960. They occupied the third floor of the 31-story building, approximately 13,000 square feet. During the early 1960s, the Chamber of Commerce was the country's largest Chamber in terms of number of members. Its members included the financial, economic and political leadership of the city of Dallas. The Chamber often defined the direction of city government and growth through its actions, political influence and overt boosterism. Several mayors, including R.L. Thornton and Erik Jonsson, cofounders of Texas Instruments, served on the Board of the Chamber. The following are examples of the leadership in the Chamber who were major leaders in business and industry in Dallas and in Texas.

- John William Carpenter-- Carpenter served as president of the Dallas Chamber of Commerce for two terms, chairman of the board of the Southwestern Legal Foundation, vice president of the State Fair of Texas, a director of the National Safety Council and the Southwest Research Institute, and chairman of an organizing committee that established the National Conference of Christians and Jews in the Southwest. In an advisory capacity he worked with the United States Chamber of Commerce Southwestern Business Council, the Edison Electric Institute, the Southwestern Regional Committee of the National Association of Manufacturers, and the National Rivers and Harbors Congress. From 1949 to 1953, he was chairman of the board of TP&L.
- Robert Cullum was president of the Dallas Chamber of Commerce and in 1964-65 was one of three negotiators responsible for the Dallas-Fort Worth International Airport.

In addition to the Fidelity Union Life Insurance Company and Texas Power & Light, early building tenants included: Eppler, Guerin & Turner; Ruthrauff & Ryan, Inc.; Shearson-Hammil & Company; Lord Manufacturing Company; Texas Heart Association, Inc.; Jack D. Collins; Dallas Heart, William Wallace Company; Skiles Employment Agency; LeRoy Robertson Oil Company; W.B. Walls; Chancellor & Wood; Horace B. Houston; Catholic Diocese of Dallas; Arnold H. Bruner & Company; Texas & Pacific Railroad; Jones-Laughlin Steel Company; Odeneat, Herndon & Franklin; The Wyatt Company; H. Zindoe & Associates; A.W. Hutchings; Charles Doheny; Hamilton Management Corporation; Jim Dorsey; Thos. Cook & Son; and Jerome K. Crossman.¹²

Contribution to the Growth and Development of Dallas

The formation of the Fidelity Union Life Insurance Company embodied in its occupation, growth, and construction history nearly all the trends prevalent in the post-war era of Dallas' economic development. Since acquiring a Federal Reserve Bank in 1914, Dallas had grown rapidly in esteem as a center for financial enterprises. In 1921, when the Federal Reserve Bank was relocated downtown to 400 Akard Street, the building joined a growing host of Main Street banks of raw but formidable working potential.¹³ By 1920 Dallas was considered the regional center for banking, finance, and insurance for all of North Texas. No doubt, this climate was very much still in evidence in 1927 when the Fidelity Union Life

¹¹ "TP&L Gets Honor for Achievement." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Texas Power & Light (1)"; "Agricultural Development" in 1953 report on TP&L. On file, TXU Business Services, Information Resource Center.

¹² "Fidelity Union Life to Move Saturday." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."; "Fidelity Union Life New Building Ready." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

¹³ Lila Knight and Marcel Quimby, Davis Downtown Historic District National Register Nomination Form, 2002.

Insurance company was founded by Carr P. Collins, Sr. and William Morriss. The corporation's formation, moreover, originally went largely unmarked, as in 1927 it was only one of 364 new businesses created in the calendar year, and only one of 1,552 created in Dallas in the span between 1926 and 1928. Since at least 1910, skyscrapers had been sprouting up with frequency in downtown, and the need to keep the Dallas skyline from stagnating had been repeatedly expressed. Since the creation of the mammoth Mercantile Bank Building in 1942, derisively dubbed "Dallas' Battleship" for its use of steel during war time, something of an arms race had been going on in the Central Business district, and it was this spirit, this will towards larger and more modern, that gave birth to the Fidelity Life Insurance Building and the twenty-four other major buildings that were added to the skyline of the Central Business district during the immediate post-war period.

The 1952 Fidelity Union Life building was one of the first major skyscrapers in downtown Dallas after World War II. Its massive 325,000 square feet of floor space (garage included) amounted to over half the square footage completed in downtown in 1952 (460,210 sq ft.) and was more, by itself, than the total completed in 1951 (232,133 sq ft.). Its total square footage was also more than the amounts completed in 1947 and 1948 combined. Other monumental building projects to follow Fidelity's lead included the Republic Bank building (1954), which was built a half-block away with a then staggering 615,000 square feet of floor space. The cumulative square footage for buildings in 1957 and 1958, 1,221,000 square feet and 1,625,000 square feet, respectively, stand in sharp contrast to earlier years and clearly illustrate the change in architectural perception and the direction of construction in Dallas. In 1959/1960, when the tower addition was completed, the combined square footage of the 21-story and 31-story facility enabled Fidelity Union to vault back into the leading position as the largest building not only in Dallas but in all of Texas (in terms of square footage).¹⁴ In other words, prior to the addition, the 21-story facility had been dwarfed by other mid-1950s buildings; thus, the tower addition propelled the Fidelity Union facility back into the forefront of the most modern, physically prominent, and key buildings in Dallas and the state. The combined building was the largest in the state of Texas in terms of square footage. In Texas, as perhaps in no other place, biggest is viewed as best and attests to the critical importance that the addition conferred on the original 21 story structure.

This trend of development was typical of what was occurring nationally. In the early to mid 1950s, the economic climate was one of cautious optimism. Post War material shortages, recession, and military conflicts such as the Korean War and the start of the Cold War, resulted in a more conservative approach to major projects like the construction of large office buildings. But as the decade came to a close, there was a decided shift in the mood of the country with the anticipation of the "widely-heralded decade". Material shortages were no longer an issue. Inflation and high interest rates that had complicated the availability of credit and funds earlier were markedly improved. Pent up demand for new facilities began to be realized after 16 years of Depression and war. This change in climate is best evidenced in 1959, when construction work (completed and planned projects) reached record levels nationally.¹⁵

The construction of Fidelity Union Life building closely followed this trend. The first building (21-story) was built in a growing economy that was still somewhat restricted by material availability and credit shortages of the post war period. Despite these obstacles, the large 21-story building was erected. Nine years later, the construction of the addition was made possible by the continued growth of the economy, increased demand for office space, and the success of Fidelity Insurance as one of the leading companies in the insurance industry. The addition towered over its predecessor and its finish out (interior and exterior) was more lavish. The addition to the Fidelity Union Life Building was conceived and designed without the restrictions that had limited the design and construction of buildings, like the original 1952

¹⁴ *Dallas*, April 1961 (Vol. 40, April):24.

¹⁵ "Sighting the Sixties" Special Report in *Architectural Record*, November 1959 pgs. 8-c, 8-e.

building, just a few years before. Specifically, the 1960 addition shows a higher level of design in the lobby and public spaces due, in part, to the availability of materials and funds. Nevertheless, the addition and the original became one, for they shared several elements: (1) the same architect; (2) the same owner-client; and (3) they were functionally unified being side by side, having the same floor levels and sharing internal systems. Therefore, they were considered locally at the time as a single building that had merely been built in two stages over a brief span of time.

As noted earlier, when then the addition was completed in early 1960, it became the home of the Dallas Chamber of Commerce. The Chamber, which had considered constructing its own facility, instead selected the combined building because it was the best example of Dallas' economic success to date and provided "more efficient and economical service to members [of the Chamber]".¹⁶ The building's association with some of the most influential companies in the city and state (such as Fidelity Union Life Insurance Company and Texas Power and Light) most have also contributed to Chamber's decision. Finally, the Chamber used the new facility to attract new businesses to Dallas by drawing attention to its latest and most modern buildings, the Fidelity Union Life building.

Association with Carr P. Collins

Carr P. Collins, Sr., born 1892 in Chester, Texas, began his career in insurance in 1913 when he became the first secretary for the Industrial Accident Board. That same year, he moved to Dallas, at the age of 21. In 1927, Collins and William Morriss each put up \$100,000 to charter the Fidelity Union Life Insurance Company. Initially, the company did not fare well, but Collins, confident that he could make it succeed, offered to buy Morriss' share for the original \$100,000 that he had invested. After buying out his partner within a year, Carr Collins, Sr., went on to parlay his insurance company into a multi-million dollar business.

An astute businessman, Collins pursued other economic ventures throughout his lifetime. He served on the board of directors for the First National Bank in Dallas and the Dr. Pepper Bottling Company. He also helped organize the Vent-a-Hood Company. However, his most interesting business venture—and one that garnered him both fortune and fame—was his foray into the lucrative health field during the 1930s. Tapping into the national interest in the therapeutic benefits of natural spring waters, Collins sold dehydrated crystals from the springs at Mineral Wells, Texas, selling them as Crazy Crystals. When mixed with water, the crystals were supposed to act as a laxative. The venture was quite successful with Collins selling over \$3 million in crystals a year. The Pure Food and Drug Administration, however, was not convinced of their therapeutic value, and hence, claimed the product to be fraudulent.¹⁷

The success of his businesses, in particular Fidelity Union, permitted Collins to become a prominent philanthropist who played a major role in the growth and development of Dallas. With a deep concern for education, health, and his beloved city of Dallas, Collins supported numerous organizations. He contributed financially to Baylor University Medical Center, Dallas Baptist College, Bishop College, the Salvation Army, the YMCA, Presbyterian Hospital, the Wadley Institute of Molecular Medicine, and supported cash awards from the Texas Institute of Letters. Collins played a major role in interracial relations, especially during the 1960s when the city began desegregation. Serving on the Interracial Committee, Collins had a major influence on the development of the African American Hamilton Park housing community. He was named Headliner of the Year by the Dallas Press Club in 1959. In 1972,

¹⁶ *Dallas*, April 1961 (Vol. 40, April):22.

¹⁷ Green, G.N., "Collins, Carr P." *The Handbook of Texas Online*, <http://www.tsha.utexas.edu/handbook/online>, December 4, 2002.

Collins was presented with the prestigious Linz Award in recognition of his many contributions to the city of Dallas.¹⁸ Collins died January 17, 1980.

In addition to Carr P. Collins, the former Fidelity Life Union Building is associated with his son, James M. Collins. James served as president of Fidelity Union Life Insurance from 1950 to 1964 when he resigned to successfully run for U. S. Congress.

Architect Wyatt C. Hedrick and Inge-Hayman Construction Company

The 21-story Fidelity Union tower was one of the earliest skyscrapers built in Dallas after World War II, and furthermore, helped to establish the trend toward Mid-Century Modern architecture in downtown Dallas. Noted local architect Wyatt Cephias Hedrick was chosen to design the 21-story building and later the tower addition. Hedrick, a Virginia native, formal education included a bachelor of arts degree from Roanoke College in Salem, Virginia, in 1909 and an engineering degree from Washington and Lee University, Lexington, Virginia, in 1910. He moved to Texas in 1913 at the age of 25 to work for an engineering firm in Dallas. After owning his own construction company in Fort Worth between 1914 and 1921, Hedrick became a partner in the architectural firm of Sanguinet and Staats. The firm established by Marshall R. Sanguinet and Carl G. Staats and headquartered in Fort Worth, was one of the largest and most prominent architectural firms in the state of Texas during the first quarter of the 1900s.¹⁹

In 1925, Hedrick started his own architectural firm with offices in Dallas, Fort Worth, and Houston. A year later, however, his former partners, Sanguinet and Staats, retired, and Hedrick bought the remaining interest in their practice. His company was very active from the 1920s through the 1950s and was once considered the third largest in the country. In fact, Hedrick was at one time able to maintain several separate active practices in a variety of cities, including, for example, the simultaneous existence of Hedrick and Stanley in Dallas and Hedrick and Lindsley.

Most of Hedrick's well-known works are located in the Houston, Fort Worth, and Dallas areas, and include both classically-based as well as a number of modern style buildings, especially, but not exclusively, those of the style known as moderne. Examples of his work listed on the National Register of Historic Places and/or Recorded Texas Historic Landmarks include: the U. S. Post Office (Fort Worth, 1933); Electric Building (Fort Worth, 1929); YMCA Building (Fort Worth, 1929); remodeled Criminal Justice Building (Fort Worth, 1951); Texas and Pacific Warehouse (Fort Worth, 1931); Sanger Building (Fort Worth, 1929); Commerce Building (Fort Worth, 1930); Smith-Swinney Motor Company (Fort Worth, 1927); Amon-Carter Riverside High School (Fort Worth, 1936); and the Broadway Baptist Church (Fort Worth, 1952). Hedrick also served on the directors board of the Traders and General Insurance Companies of Dallas, and was involved in other notable Dallas projects including a 1950 renovation of the Adolphus hotel.

During his career, Hedrick maintained a personal project list which included of bank and office buildings built between 1922 and 1962. Of the commissions noted, the 1962 Fidelity Union Tower addition (at a cost of \$9,450,000) was the second largest project on the list, only an office building in Anchorage, Alaska, at \$10,000,000 in 1959 was larger.

¹⁸ Green, G.N., "Collins, Carr P." The Handbook of Texas Online, <http://www.tsha.utexas.edu/handbook/online>, December 4, 2002; "Tribute to Collins," "Collins Receives Linz Award," "Medical Philanthropist Collins Gets Linz Award," "Carr P. Collins rites set," "A Builder for People," "Noted philanthropist Carr P. Collins dies." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "Bio—Collins, Carr P."

¹⁹ Long, Christopher, "Hedrick, Wyatt Cephias." The Handbook of Texas Online, <http://www.tsha.utexas.edu/handbook/online>, November 1, 2005.

Another principal participant in construction of the original and tower portions of the Fidelity Union Building was the general contractor, Inge-Hayman Construction Company. A partnership between Henry P. Inge, who had over 37 years of experience in the construction business, and Thomas J. Hayman who had joined the U.S. Army Corps of Engineers during World War II, the Inge-Hayman company had constructed several prominent buildings in Dallas, including the Dr. Pepper plant, the Florence Nightingale Maternity Hospital (at Baylor Hospital), the Baylor University College of Dentistry, the First Baptist Church Activities Building, and the Baptist Headquarters Building.²⁰ During the construction of Fidelity Union, Inge-Hayman reportedly set a new record (finishing the building six months in advance of the expected completion date). Credit for this feat was extended to the coordinated efforts of the various parties involved.²¹

Architecture

The style employed by Hedrick and later Hedrick and Stanley in the design of the Fidelity Union Building is a form of the International style of architecture termed Mid-Century Modern. Hedrick modified the style to adapt it to Texas climate. The 1951 building exhibits regionalism most notably in the windowless facades that are in deference to the hot Texas climate. This is the case in other buildings such as Hedrick's 1953 First National Bank of Temple and George Dahl's American Insurance Building in Dallas.

Mid-Century Modern is a compilation of the International style, the influence of the Bauhaus school of architecture, and the emergence of new building technologies that occurred after World War II. Specifically, the United States' economic boom of the 1940s and the industrial and modern movements of the period, combined with the reductivist logic of architects such as Walter Gropius (founder of Bauhaus school in 1919 and later Chair of Architecture at Harvard), led to the creation of this slick, functional, style of modern architecture which was used, primarily, in the design of office buildings and high-end residential dwellings throughout the United States. German architects such as, Gropius and Ludwig Mies Van der Rohe (Illinois Institute of Technology) and American architectural firms such as Skidmore Owings and Merrill (SOM) were important practitioners of this form of architecture that stressed clean lines, simplicity, and modern materials.²² Buildings, such as the Seagram Building in New York City (architect Ludwig Mies Van der Rohe), Crown Hall in Chicago (architect Ludwig Mies Van der Rohe), and Lever House in New York City (architect Gordon Bunshaft of SOM) are prominent examples of the style.

The International Style was formally defined as an architectural style by Philip Johnson and Henry-Russell Hitchcock in their 1932 book *The International Style: Architecture Since 1922*. This book coincided with an exhibition at the Museum of Modern Art in New York that was also developed by Johnson and Hitchcock. The International Style was based on functionalism as well as modern structural principles and materials.²⁰ Non-essential decoration was rejected; steel, glass and concrete were the most common materials. Ribbon and corner windows were common in this style. Strips of windows and solid planes created a horizontal aspect as prescribed by this style. Balance and regularity were considered important components.

The International Style Exhibition at MOMA emphasized the works of the Europeans: Gropius, Le Corbusier, J.J.P. Oud and Mies van der Rohe and the Americans: Wright, Raymond Hood, Howe and

²⁰ "Inge Active 37 Years." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

²¹ Hitchcock, Henry-Russell. *Architecture: Nineteenth and Twentieth Centuries*, Penguin Books, New York, 1978.

²² Hitchcock, Henry-Russell. "The International Style Twenty Years After," *Architectural Record*, August 1951, pp.89-97.

²³ Hitchcock, Henry-Russell. "The International Style Twenty Years After," *Architectural Record*, August 1951, pp.89-97.

Swiss born Lescaze, Neutra and the Bowman Brothers. Johnson and Hitchcock noted that one of the most successful examples of the style in the United States was the Philadelphia Savings Fund Society Building (1932) designed by George Howe and William Lescaze. Hitchcock, in his book *Architecture: Nineteenth and Twentieth Centuries*, noted that the PSFS building was the first large-scale example of the acceptance of the new European architecture in the United States.²¹

In an article entitled "The International Style Twenty Years After" for the magazine *Architectural Record*, Hitchcock re-evaluates the International Style and looks at changes from 1931 to 1951.²² In the article, he notes that both Wright and Gropius "are still perhaps the most perturbed by the idea that anything that can properly be called a style, in the historic sense of that word, can have any worthwhile part to play in architecture of the twentieth century".²³ Hitchcock reiterates that, like the International Style that was meant to remain "elastic" with the possibility of general growth, modern architecture of the 1950's should have room to change and diversify. He points to the divergent early examples of Horta's Maison du Peuple in Brussels (1897), an early modern building of metal and glass and Wright's River Forest Golf Club (1898) which embodied most of the design concepts of Wright's now "classic" prairie houses. Hitchcock continued by stating that the International Style would remain as an influence if it was broadly interpreted as an open "style" or system as it was meant to be in 1932. He concluded by saying, "living architecture of the twentieth century may well be called merely "modern."²⁴

World War II, the Korean War, the Marshall Plan, the Cold War, the ups and downs of the national economy associated with these events, and material shortages all impacted architecture in the United States. Hitchcock noted that World War II halted construction for at least a decade after the War. He also notes that the Lever House, designed by SOM and constructed in 1950, is the first "epoch making" post war architecture.²⁵ With money and materials still going to Europe to rebuild countries devastated by bombing and strikes in the steel industry, organizations such as the National Production Authority, recommended that architects use reinforced concrete instead of structural steel (using flat slab construction instead of beam and girder) and the use of lightweight concrete and aggregates to reduce the quantities of structural steel needed. The shortage of materials for construction was noted at a local level in the February 1952 Chamber of Commerce Dallas magazine article. The article quotes an item in one of the local papers that states that a record amount of non-residential construction occurred despite "...the fact that the controlled materials plan and increased credit restrictions with limitations new limitations on financing..."²⁶ As the article also noted, there were strict credit limitations and inflation was an issue at this time. Therefore, it can be surmised that buildings took on an austere look both outside and in due not only to the style of the time but to the financing and capital available. This is certainly the case with the 1951 Fidelity Tower.

By the end of the 1950s, the country saw a decided shift mood with the anticipation this "widely-hearlded decade." Americans had seen 16 years of Depression and war, now the pent up demand was being realized. As a direct consequence, the year 1959 was a record construction year nationally for work completed and planned projects.²⁷ As noted earlier, the construction of Fidelity Union Life building closely followed this trend. The first building (21-story) was built in growing economy that was still somewhat restricted by material availability and credit shortages of the post war period. Specifically, its

²⁴ Hitchcock, Henry-Russell. "The International Style Twenty Years After," *Architectural Record*, August 1951, p. 97.

²⁵ Hitchcock, Henry-Russell, *Architecture: Nineteenth and Twentieth Centuries*, Penguin Books, New York, 1978, p.559.

²⁶ *Dallas*, Feb. 1952, pp.12-15.

²⁷ Sighting the Sixties, Special Report in *Architectural Record*, November 1959, p. 8e.

²⁸ *Architectural Record*, August 1959, pp.140-145.

design was stark and functional. By 1959, Fidelity Union's investment company, Mayflower Investment, had determined that the success of the insurance company, as well as its major tenant (Texas Power & Light), warranted a new high-rise tower that would serve as an addition to the 21-story building. The construction of the addition was made possible by the continued growth of the economy, increased demand for office space, and the success of the Fidelity Insurance as one of the leading companies in the Insurance industry. The addition not only towered over its processor, its finish out (interior and exterior) was more lavish. The addition to the Fidelity Union Life Building was conceived and designed without the restrictions that had limited the design and construction of buildings, like the original 1952 building, just a few years before. Specifically, the 1960 addition shows a higher level of design in the lobby and public spaces due, in part, to the availability of materials and funds.

The 1959-60 addition continued Hedrick's Mid-Century Modern design. The building is reminiscent of office buildings constructed at this time in other parts of the United States. The 52-story Union Carbide Office Building in New York, designed by SOM (1959), expresses a similar exterior as does the 22-story Tishman building in Los Angeles (Victor Gruen and Associates and Daniel, Mann, Johnson and Mendenhall, Architects). These buildings were under construction at the same time as the Fidelity Union Addition. Locally, the Southland Center designed by Welton Becket and Associates and Mark Lemmon as consulting architect is probably closest to the 1960 Fidelity Union addition in scale design and building type. The 41-story office/hotel building was completed in 1959 and showcased in the August 1959 *Architectural Record*.²⁸ Other examples of Mid-Century Modern on this scale in Dallas are the Republic Bank Building (1954) and Statler Hilton (1956).

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15. Attachments

 District or Site Map

 Additional descriptive material

 X *Site Plan* (see Exhibit B)

 Footnotes

 X *Photos (historic & current) (see Exhibit C)*

 Other: _____

16. Designation Criteria

X **History, heritage and culture:** Represents the historical development, ethnic heritage or cultural characteristics of the city, state, or country.

____ **Historic event:** Location of or association with the site of a significant historic event.

X **Significant persons:** Identification with a person or persons who significantly contributed to the culture and development of the city, state, or country.

X **Architecture:** Embodiment of distinguishing characteristics of an architectural style, landscape design, method of construction, exceptional craftsmanship, architectural innovation, or contains details which represent folk or ethnic art.

X **Architect or master builder:** Represents the work of an architect, designer or master builder whose individual work has influenced the development of the city, state or country.

X **Historic context:** Relationship to other distinctive buildings, sites, or areas which are eligible for preservation based on historic, cultural, or architectural characteristics.

____ **Unique visual feature:** Unique location of singular physical characteristics representing an established and familiar visual feature of a neighborhood, community or the city that is a source of pride or cultural significance.

____ **Archeological:** Archeological or paleontological value in that it has produced or can be expected to produce data affecting theories of historic or prehistoric interest.

X **National and state recognition:** Eligible of or designated as a National Historic Landmark, Recorded Texas Historic Landmark, State Archeological Landmark, American Civil Engineering Landmark, or eligible for inclusion in the National Register of Historic Places.

X **Historic education:** Represents as era of architectural, social, or economic history that allows an understanding of how the place or area was used by past generations.

Recommendation

The Designation Task Force requests the Landmark Commission to deem this nominated landmark meritorious of designation as outlined in Chapter 51 and Chapter 51A, Dallas Development Code.

Further, the Designation Task Force endorses the Preservation Criteria, policy recommendations and landmark boundary as presented by the Department of Planning and Development.

Date:

Co-Chair
Designation Committee

Chair
Co-Designation Committee

Jim Anderson, Historic Preservation Planner