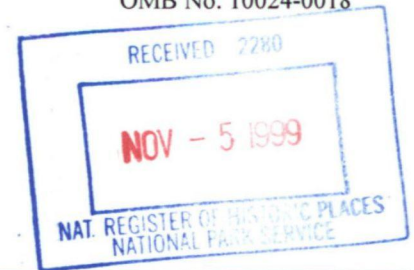


United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

1499



1. NAME OF PROPERTY

HISTORIC NAME: Texas Farm and Ranch Building  
OTHER NAME/SITE NUMBER: Holland Building

2. LOCATION

STREET & NUMBER: 3300 Main Street  
CITY OR TOWN: Dallas  
STATE: Texas CODE: TX COUNTY: Dallas  
NOT FOR PUBLICATION: N/A  
VICINITY: N/A  
CODE: 113 ZIP CODE: 75226

3. STATE/FEDERAL AGENCY CERTIFICATION

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

Signature of certifying official

Date

State Historic Preservation Officer, Texas Historical Commission

State or Federal agency and bureau

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

Signature of commenting or other official

Date

State or Federal agency and bureau

4. NATIONAL PARK SERVICE CERTIFICATION

I hereby certify that this property is:

- ☒ entered in the National Register  
 See continuation sheet.  
☐ determined eligible for the National Register  
 See continuation sheet.  
☐ determined not eligible for the National Register  
☐ removed from the National Register  
☐ other (explain):

Signature of the Keeper

Date of Action

Elson A. Beall 12/9/99

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**5. CLASSIFICATION**

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**OWNERSHIP OF PROPERTY:** Private

**CATEGORY OF PROPERTY:** Building

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

**NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER:** 0

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

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**6. FUNCTION OR USE**

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**HISTORIC FUNCTIONS:** INDUSTRY/communications facility = printing plant

**CURRENT FUNCTIONS:** DOMESTIC/multiple dwelling = apartment building

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**7. DESCRIPTION**

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**ARCHITECTURAL CLASSIFICATION:** Late 19<sup>th</sup> and early 20<sup>th</sup> Century American Movements: Commercial Style

**MATERIALS:**

|                   |                                  |
|-------------------|----------------------------------|
| <b>FOUNDATION</b> | CONCRETE                         |
| <b>WALLS</b>      | BRICK                            |
| <b>ROOF</b>       | ASPHALT                          |
| <b>OTHER</b>      | GLASS, WOOD, METAL, CERAMIC TILE |

**NARRATIVE DESCRIPTION** (see continuation sheets 7-5 through 7-10).



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 7 Page 5

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

The Texas Farm & Ranch Building (1920) is a three-story, Commercial Style masonry office building in Dallas, Texas. It is adjoined by a one-story annex of similar construction, erected in 1921. The Texas Farm & Ranch Building and annex are located at the eastern edge of a commercial/industrial district that came to be recognized in the late twentieth century as "Deep Ellum," although at the time of its construction in the second decade of the twentieth century, the site was not associated with that part of the city.

The office building features a basement, and an open plan throughout. The principle facades of the Texas Farm & Ranch Building include modest classical ornamentation on a wrapped cornice, and wood sash windows with fixed transoms. Despite some minor modifications to the ground floor windows, the building is in excellent condition and retains a high degree of architectural integrity.

Oriented along a northeast-southwest axis, the Texas Farm and Ranch Building is located in a district comprised of a mixture of low-rise, brick and concrete commercial and industrial buildings, most of which were constructed in the 1920s and 30s. The office building's primary (north) elevation runs parallel to Main Street, a tree-lined arterial, set back from the street with a concrete sidewalk. The secondary (east) elevation fronts Second (formerly, Race) Avenue, a street which was closed to vehicular traffic in 1996. A parking lot is located at the southeast side of the building, fronting Commerce Street (see site plan, page 7-7).

The Main Street and Second Avenue facades of the office building are arranged similarly to serve as formal fronts for the building. The Main Street facade is divided into six bays at the ground floor, with display windows in the first five bays and an elaborate entrance in the sixth bay. The doorway of this entrance has a cast stone surround, with inset double doors flanked by sidelights, and a transom with a large central pane and two fixed sidelights. The original wood and glass entry doors have been replaced with modern aluminum doors. The doorway is shaded by a metal eyebrow canopy, suspended by metal chains from metal anchor plates, and also features a three-part transom and decorative metal grillwork. The lintel at the top of the entry features a scroll keystone. The Second Avenue entrance features a flat unadorned canopy and a divided transom. The entry door is wood and glass, with sidelights. In addition, the Texas Farm & Ranch Building features a cast stone base on the Main Street and Second Avenue facades. The bays are divided by brick pilasters with cast stone bases. The pilasters are terminated with simple column capitals adorned by a small rosette. A molded belt course and molded cornice wrapped around both facades. The brick parapet is capped with cast stone coping. The roof is flat.

The original first floor windows, with regular multiple-light fixed panes, have been replaced with large fixed windows flanked by two narrow casements, and surmounted by a window head decorated with dark wooden disks. The windows on the second and third stories are identical, each bay in-filled with three wood sash 8/1 double-hung windows, capped by four light transoms. Each floor is separated by a plain cast stone spandrel.

The west and south facades of the three-story office building feature asymmetrical fenestration and are unadorned. The west facade has multiple-light metal factory windows that have been painted over, with top-hinged casements. The south facade features mostly 3/3 double-hung sash windows on the second and third floors, in addition to a few metal casement windows. The ground floor of the south facade, smaller basement windows that have been painted over, and a plain doorway. Rectangular brick stairwells continue onto the roof level.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 7 Page 6

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

The annex, a one-story brick addition, was constructed on the west side of the Holland Building. It was erected within a year of the office building and exhibits some of the same architectural features. They include brick pilasters, cast stone spandrels, and stone bases. Most of the windows, however, have been covered with sheet metal and the original doors have been replaced with modern metal security doors. The Main Street facade has five bays. The Trunk Street facade has five bays, three of which have been bricked in.

The three-story Texas Farm & Ranch Building displays the diagnostic characteristics of the Commercial Style, including a skeleton frame, fireproofing, open plan, and a large amount of wall space allotted to windows. Ornamentation has been reserved for the entry and cornice, although the windows are arranged in an aesthetically pleasing manner. Like other Commercial Style office buildings of the period, the building has a flat roof.

The building's open plan has been rehabilitated from office to residential uses. Although the building has undergone minor alterations, the Main Street and second Avenue facades maintain their architectural integrity, and the one-story annex is easily restored by removing the sheet metal covering the windows. This important commercial building complex is an integral part of Dallas history and its built environment.



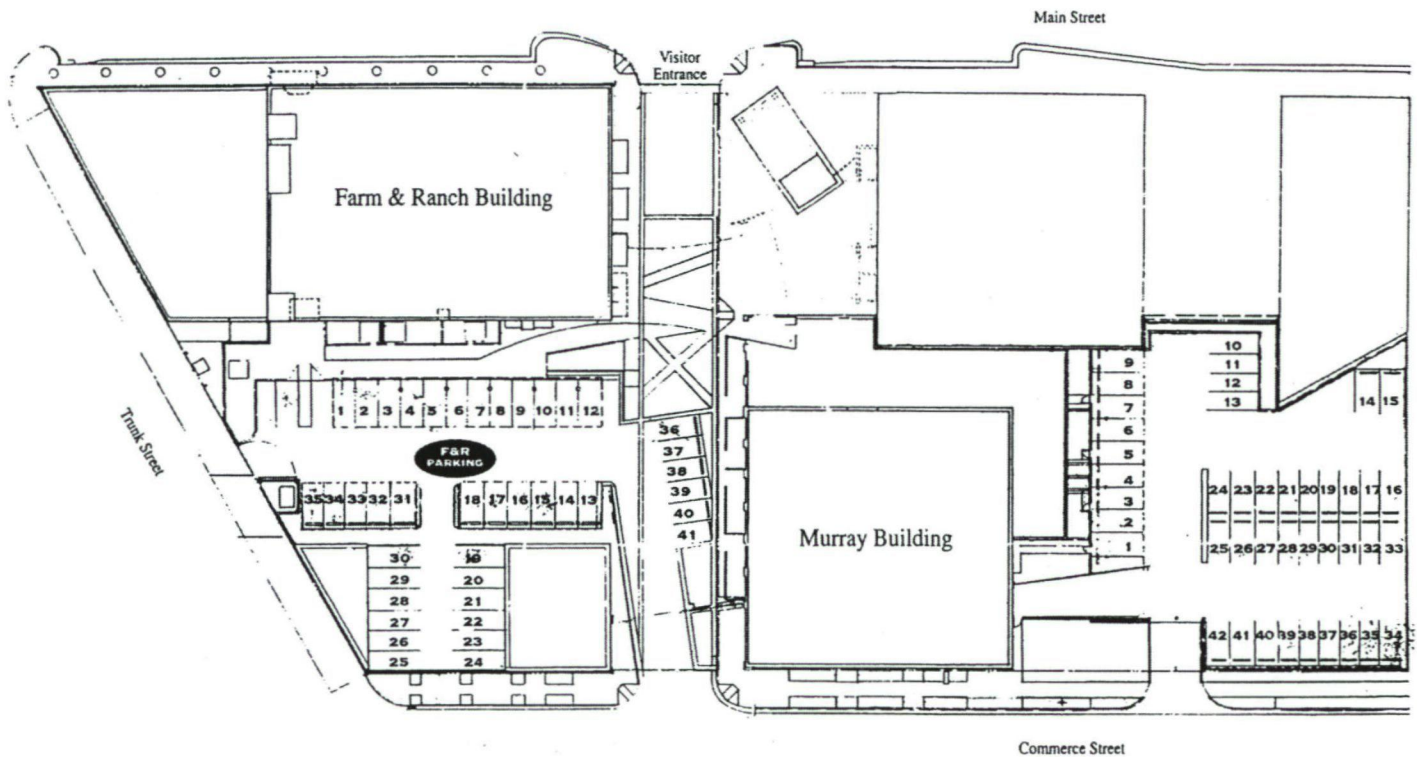
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National Park Service

# National Register of Historic Places Continuation Sheet

Section 7 Page 7

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

## Site Plan



**DEEP ELLUM**  
—LOFTS—  
FARM AND RANCH  
3300 MAIN  
MURRAY  
3401 COMMERCE



(not to scale)



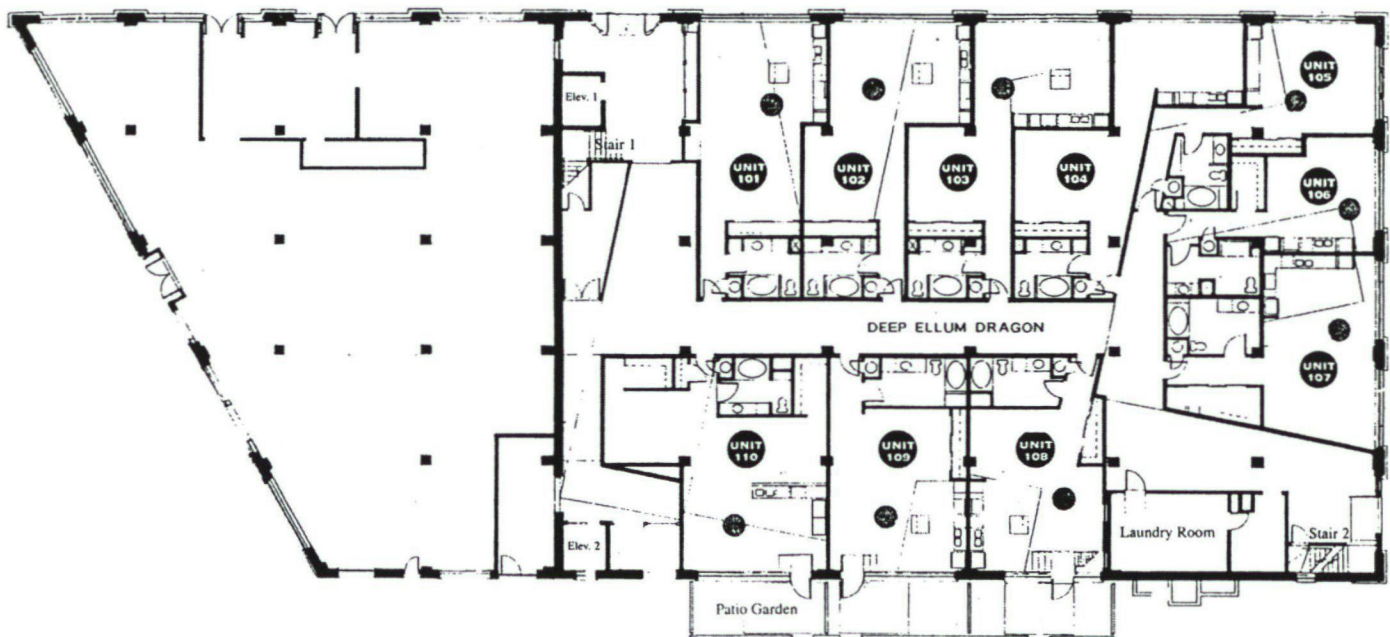
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National Park Service

# National Register of Historic Places Continuation Sheet

Section 7 Page 8

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

Plan, ground floor



**DEEP ELLUM**  
—LOFTS—  
**FARM AND RANCH**  
3300 MAIN STREET  
FIRST FLOOR



(not to scale)

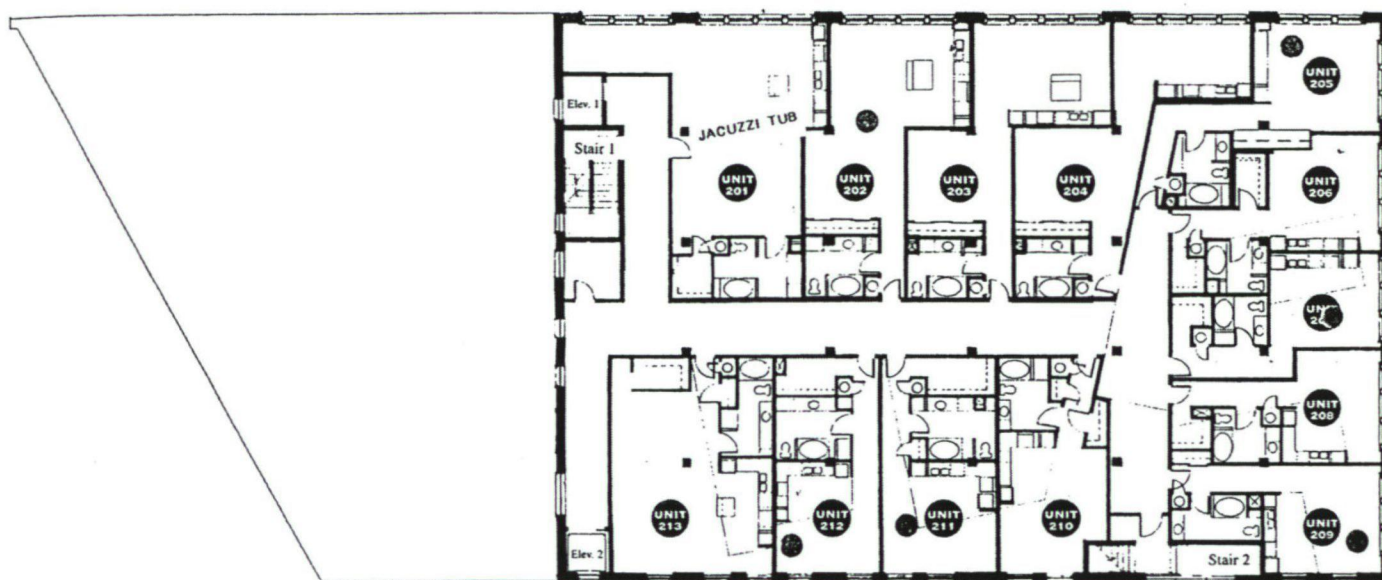
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National Park Service

# National Register of Historic Places Continuation Sheet

Section 7 Page 9

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

Plan, second floor



**DEEP ELLUM**  
—LOFTS—  
**FARM AND RANCH**  
3300 MAIN STREET  
SECOND FLOOR



(not to scale)

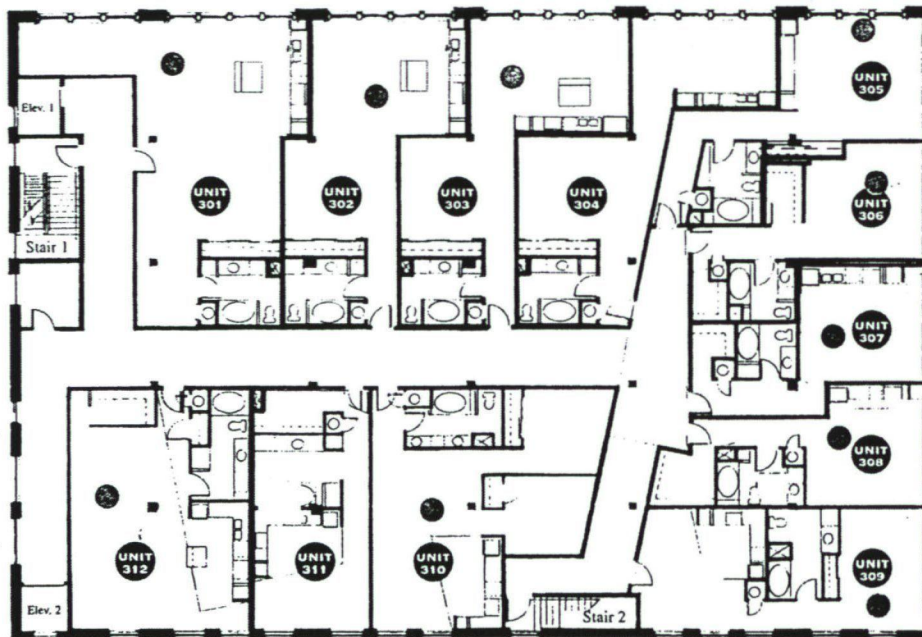
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# National Register of Historic Places Continuation Sheet

Section 7 Page 10

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

Plan, third floor



**DEEP ELLUM**  
—LOFTS—  
**FARM AND RANCH**  
3300 MAIN STREET  
THIRD FLOOR



(not to scale)



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**8. STATEMENT OF SIGNIFICANCE**

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**APPLICABLE NATIONAL REGISTER CRITERIA**

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

**CRITERIA CONSIDERATIONS:** N/A

**AREAS OF SIGNIFICANCE:** Social History, Communications

**PERIOD OF SIGNIFICANCE:** 1920-1945

**SIGNIFICANT DATES:** 1920

**SIGNIFICANT PERSON:** Franklin Pierce Holland

**CULTURAL AFFILIATION:** N/A

**ARCHITECT/BUILDER:** F.J. Woerner & Company; Fred A. Jones, builder

**NARRATIVE STATEMENT OF SIGNIFICANCE** (see continuation sheets 8-11 through 8-20).

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**9. MAJOR BIBLIOGRAPHIC REFERENCES**

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**BIBLIOGRAPHY** (see continuation sheet 9-21 through 9-22).

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

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested.
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey #
- ☐ recorded by Historic American Engineering Record #

**PRIMARY LOCATION OF ADDITIONAL DATA:**

- ☒ State historic preservation office (*Texas Historical Commission*)
- ☐ Other state agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other -- Specify Repository:



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 11

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

The Texas Farm and Ranch Building (1920), served as the headquarters of Frank Holland's Texas Farm and Ranch Publishing Company until 1950. Built by Dallas contractor Fred Jones at a cost of \$200,000, the building served as home to the company that published *Holland's Magazine* and *Farm and Ranch Magazine*, which at their height of circulation in the late 1930s were reputed to have a readership of over one million households throughout 20 states. Located just east of downtown Dallas, the Texas Farm and Ranch Building is nominated to the National Register of Historic Places at the state level of significance, under Criterion A, in the Area of Communications, for its association with Holland's influential publishing company; under Criterion B, in the Area of Social History for its associations with the Progressive Era activities of Dallas businessman and one-time Mayor, Frank P. Holland.

### Franklin Pierce Holland and his Publications

Born in Galveston, Texas on September 22, 1852, to Gustave and Evelyn Holland, Frank P. Holland could be classified as a self-made man for whom everything he touched turned to gold. Beyond his achievements as publisher of the popular and influential magazines *Farm and Ranch* and *Holland's*, he also served as mayor of Dallas, held an influential role in the development of the Texas State Fair, and fought strongly for farmers' rights and interests during and after the Populist movement.

Frank Holland was educated in private schools and later at the Reading Institute in Reading, Connecticut. Upon his return to Galveston in 1870, Holland worked as a coastwise steamer. He later began a career as a sewing machine agent, crisscrossing the Southwest in his buckboard, learning about the everyday needs of the farmer and rancher during his travels through small remote areas. For six years, Holland traveled throughout Texas. In 1877, he met and married Pamela Allen, the daughter of prominent Waxahachie family. The marriage limited his travels, and in 1881 he collaborated with J. Armoy Knox – once Holland's biggest rival in sewing machine sales – on the Austin-based periodical *The Review*. Renamed *Texas Siftings*, the humor publication became extremely popular. When *The Review* moved its offices to New York City in 1882, Holland began publication of *Texas Farm and Ranch*, a monthly agricultural journal. In 1885, a group of Dallas businessmen financed the magazine's move to Dallas. The Texas Farm and Ranch Publishing Company, producer of *Holland's Magazine* and *Texas Farm and Ranch* (later renamed *Farm and Ranch* to be regionally inclusive) rose from relative obscurity and difficult economic times in Austin, Texas, to national prominence, riding the wave of economic expansion that its new-found home of Dallas experienced in the late nineteenth and early twentieth centuries.

In 1905, Holland assumed the publication of *Street's Weekly*, a periodical that had been published from 1873-1903, and he promptly changed the name to *Holland's Magazine*. Aimed at a readership consisting primarily of women, he changed the magazine to a monthly publication and offered non-fiction, serial fiction, and standard features including recipes and fashion advice, gardening and landscaping instructions, and house plans. The residences presented ranged from modest Bungalows to mansions. Most notable in *Holland's Magazine*, were the writers' spirited editorials. Like *Farm and Ranch*, the periodical provided a platform from which the owner informed a large segments of society about numerous Progressive and/or Populist causes. By 1921, *Farm and Ranch*, "The Farm Paper of the Southwest," had a circulation of 150,000, while Holland's – "The Magazine of the South" -- boasted a woman's readership of 430,000.



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## National Register of Historic Places Continuation Sheet

Section 8 Page 12

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

Once in Dallas, Holland began to focus on and advocate for the diversification of crops in North Texas. Holland studied agricultural trends and saw that throughout the 1880s the South had fallen behind the rest of the nation in economic development. Although the rest of the nation was quickly industrializing and becoming increasingly urban, the south remained 72% rural with a substantial percentage engaging in agriculture. The dominance of cotton in these rural communities was astounding. Cotton accounted for 46% of all cash income in Texas. As many as 66% of farmers were primarily concerned with cotton cultivation and gave little thought to the diversification of crops.<sup>1</sup>

As cotton was primarily a way to promote tenancy farming and maintain the gap that existed between the plantation owner and the sharecropper, little thought was given to soil cultivation. Rather the focus became on producing more cotton and less farm-consumable crops. In a January 1892 issue of *Farm and Ranch*, Holland's staff wrote that "50 per cent of our agricultural lands in cultivation have already deteriorated in intrinsic value by erosion and wasteful cultivation methods...we have taken everything from and returned nothing to the soil."

Numerous articles throughout the history of *Farm and Ranch* promoted Holland's dedication to crop diversification. Many articles pointed to "misuse" and "impoverishment" of the soil and promoted the growing of "peas, ground peas, soy beans and other leguminous plants that enrich the humus and also draw nitrogen from the atmosphere."<sup>2</sup>

Holland's drive for crop diversification, and by extension the preservation of farm land for future generations, fueled his disdain for Cotton Futures. Not only did cotton futures enlarge the chasm between rich and poor, it had devastating effects on prime soil in Texas and, thereby, on the future of farming. Holland verily contested cotton futures, publishing numerous "Anti-Bucket Shop" articles in his magazine. One article, dated January 5, 1907, called for an act making it "unlawful to deal in futures, post or publish future quotations, permit the use of property for such purposes, furnish telegraph or telephone wires, instruments or equipments (sic) to be used for transmitting or receiving such messages, or to remain in any place where such business is transacted." His campaigns against bucket shops and the downward spiraling of farm prices that resulted from them exemplified his dedication to the yeoman. A poem on the front page of the January 5, 1907 issue of *Farm and Ranch* speaks to this dedication as well:

Men must all have avocations  
That the wheels of trade may move  
But a little cogitation  
Will this simple statement prove;  
That the man of most importance  
Though he may seem dull and slow  
The bread-finder of the country,  
Is the many who wields the hoe.

Holland's articles and ideologies were well in line with Populist thought. Though not a politician and a hearty foe of anyone deeming to use his magazine to further their political prowess, Holland was an advocate for farmers' rights

<sup>1</sup> Schwartz, Michael. *Radical Protest and Social Structure: The Southern Farmers' Alliance and Cotton Tenancy, 1880-1890*. (State University of New York), 1976.

<sup>2</sup> *Farm and Ranch*, January 1893.



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## National Register of Historic Places Continuation Sheet

Section 8 Page 13

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

promoting the establishment of the Alliance Exchange of Texas and celebrating its siting in Dallas when the city won the bid in the early 1890s by offering \$10,000 in cash, a rent waiver, a huge lot to build upon and several other guarantees.<sup>3</sup> He supported the Exchange's promise to revolutionize and civilize cotton and tobacco cultivation systems, replace one-crop tenancy and establish a non-hierarchical collective farming community.<sup>4</sup> This ideology meshed well with Holland's own efforts to improve both agriculture and the lives of farmers and their families through education. Many of the programs supported by Farm and Ranch, and financed in part by Holland himself, emphasized self-help and collaboration. Even when the Exchange failed in 1889, when the business community responded to its success by withdrawing credit, Holland continued his support of the spirit of the revolution begun by the Exchange.

One primary example of this ideology and commitment was Holland's establishment of an experimental farm in Ellis County in 1887. The farm studied black-land farming techniques; and, its success led to the establishment of numerous other experimental farms near Flower Bluff and Corpus Christi. Holland's efforts also extended further into the arena of agricultural education, offering and funding Farmers' Institutes, which later became the Texas Agricultural Extension Service. Farmers' Institutes offered speakers, lecturers and information about various farming techniques. In 1903, the Institutes were given a line item in the state budget and were given over to A&M for administration. The programs slowly faded and failed under this administration, but not before providing a much needed service to under-educated and impoverished farmers.<sup>5</sup>

Holland's philanthropy to farmers and their families extended even further than examined thus far. Holland organized the Texas Corn Growers Association (1906), sponsored the predecessor to the 4-H Club for young boys and girls, sent a group of scientists to Mexico to study the boll weevil, and brought technology from Denmark about cooperative agricultural marketing. In 1913, Holland organized the very first national conference on the topic of cooperative agricultural marketing and rural credits. The end result was the establishment of the office of marketing and rural development in the U.S. Department of Agriculture. He hired lobbyist, Hatton W. Sumners to lobby for lower shipping rates for cotton being sent to Galveston from interior cities; and, dedicated always to the technological advancement of the farmer, Holland organized a \$1000 grand prize competition for the use of the automobile on the farm.<sup>6</sup>

Holland's support of farming technology advancements made him a staunch proponent of the State Fair of Texas. In 1885, Holland became the General Manager of the Dallas State Fair and Exhibition Association—the forerunner of the State Fair Association. In January 1886, when the Dallas State Fair and Exposition was chartered, an 80 acre site approximately at the center of the present day state fair was chosen as the opening site. The site was termed to be "the worst kind of hog hollow" and dissension arose between two factions. The implement dealers, of whom Holland was a part, withdrew their support for the fair. Holland resigned his post, and with a group of men which included Andrew J. Porter, C.E. Bryant and J.A. Hughes, formed the Texas State Fair and decided to hold their own fair on the other side of town. Both fairs were held and neither made very much profit. In March 1887, the two groups reached an agreement and the original 80 acres purchased by Captain William H. Gaston was deeded to the group in return for 140 shares of stock.

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3 Schwartz, 123.

4 Ibid., 217.

5 New Handbook of Texas, 662

6 Ibid.



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National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 14

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

Holland oversaw the construction of the fair's first buildings and later became director of the Texas State Fair, promoting the event at every opportunity. It was through the Fair that Holland promoted many of his classes in farming technology and his youth-oriented activities such as the predecessor to the 4-H Club.

Holland's accomplishments also included a brief stint as mayor of Dallas. For two years (1895-97), Holland served in that capacity under the slogan "economy, enterprise and forward march." His term in office was marked by his efforts to clean up the entertainment market in Dallas by closing down suburban saloons. Two years later, he was asked to serve on the Committee on Platform and Resolution at the state Democratic convention where he lobbied for placing a limitation on immigration. This feeling would carryover into 1915 when he would again speak out against immigration. In an April 1, 1933 recap of Holland's quotes in *Farm and Ranch*, an excerpt reads "However deep our sympathy for our foreign brothers' afflictions, our first duty is to the needy that we have with us...it would be a serious mistake and a great injustice on our part...to open wide the doors for others to come in and compete with them on an equal basis."

### Development of Deep Ellum and East Dallas

By 1920 Dallas had become the financial center of what the city's fathers touted as the "largest cotton producing region in the world" As early as 1907, seven Dallas cotton merchants had anticipated the importance of the crop to the city and had founded the Dallas Cotton Exchange in an attempt to control the market of what was already locally recognized as "Texas' most vital commodity." Located initially in the basement of Scollard Court, then at 401-405 S. Akard, the exchange's income from member companies and merchants brought about in 1925, the construction of one of the city's finest office buildings of the period—the seventeen-story Cotton Exchange Building at 2121-22 Main Street. To secure and maintain its position in the world market, the exchange acquired and graded cotton samples from all over the globe so that it could set the price of Texas cotton. Connected by teletype to the futures markets in Chicago and New York, the exchange also allowed local brokers to take advantage of Dallas' position as a spot cotton market and increased the level of local speculation in commodities trading.

During this period of prosperity, even the local African American shopping and entertainment district of "Deep Ellum," an area located adjacent to the east side of Dallas' Central Business District, was undergoing an economic expansion. The area was anchored by the only African American-designed, built, owned, and managed office building in Texas---the Knights of Pythias Temple. A product of architect William Sydney Pittman, the four-and-one-half story building was started during the depression of 1915 and completed within one year. The depression notwithstanding, it was nevertheless, immediately occupied, providing a prominent address for the offices of many of the city's emerging black professionals---including its lawyers, doctors, dentists, and insurance agents.

Initially settled as a Freedman's enclave at the end of the Civil War, the district's name was derived from the vernacular of its black population, who used the moniker to refer to the 2200-2400 block of Elm Street, the area's primary east-west arterial, and an area three to four blocks to the north and south.<sup>7</sup> At its height in the 1920s, the district included bakeries, shoe shine parlors, clothing, shoe and jewelry stores, furniture, drygoods and drug stores, as well as cafes, meat

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<sup>7</sup> Solamillo, 2.



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National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 15

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

and fish markets, warehouses, nightclubs, dance halls, and hotels. The concentration and mixture of businesses made the area into something that writers later described as "reminiscent of Harlem."<sup>8</sup>

Sadly, the majority of the buildings which housed the historic businesses of Deep Ellum were demolished in 1968 for the construction of the lower end of U.S. Interstate 75, known in the vernacular as North Central Expressway. However, five buildings from the original district, including the Knights of Pythias Temple were still extant in the late 1990s. The district had largely been forgotten by the general public, although it remained a place that was written about frequently. The area to the east of the original shopping district became the subject of interest in the 1970s as an "urban pioneer community," then in the 1980s as a municipal experiment in redevelopment. Deep Ellum's rich history, based primarily on its African American culture and music provided an unprecedented opportunity for nearby merchants and property owners to capitalize on. Consequently, Deep Ellum in the late twentieth century became associated with some forty-one blocks of low and mid-rise commercial buildings. One researcher commented in 1990 that "What we [now] know as Deep Ellum [has resulted from] a gradual expansion of the Deep Ellum that extended east [from North Central Avenue] as far as Good-Latimer Expressway...and now extends [even further] east to Fair Park."<sup>9</sup>

At the turn-of-the-century, the large number of industrial and mercantile businesses that were established in or adjacent to Deep Ellum as well as in other parts of the city were often the direct result of the railroads. The Houston & Texas Central (H&TC) was the first rail carrier to reach Dallas, arriving in the city from Houston and the port of Galveston in 1872. In the following year, the company extended northbound service to McKinney, Sherman, and Denison. At Denison, the H&TC connected with the Missouri, Kansas, & Texas (MK&T) Railroad which in turn, provided continued service to St. Louis, Missouri. Within a year of the H&TC's arrival in Dallas, the Texas & Pacific (T&P) Railroad laid an 82-mile section of track from Longview to Dallas.<sup>10</sup> Intersecting with the H&TC at North Central and Pacific Avenues and constructing a railroad yard, the company began carrying freight and passengers through this part of the city. The location of two rail lines in Deep Ellum during the 1880s as well as a station (Union Depot) the T&P railyard, and hotels to accommodate travelers, brought in a constant flow of pedestrian and freight traffic to the district. Other carriers, including the Gulf Colorado & Santa Fe (GC&SF), the MK&T, the Chicago, Rock Island & Gulf (CRI&G), and the St. Louis Southwestern's (SSW) famous "Cotton Belt" route were also using Dallas as a rail hub by the second decade of the twentieth century.<sup>11</sup>

### The Farm and Ranch Building

The Farm and Ranch Building was constructed on part of the Gaston Homestead tract, in close proximity to the Texas State Fair grounds, on a spur line operated by the Texas & New Orleans (T&NO) Railroad.<sup>12</sup> In addition, the building's site was a short distance from the intersection at North Central and Pacific Avenues of two major rail carriers. They included the Texas & Pacific (T&P) and the Gulf, Colorado & Santa Fe (GC&SF) railroads. Local connections to

<sup>8</sup> Ibid., 4

<sup>9</sup> *Dallas Morning News*, October 19, 1968: 2E

<sup>10</sup> Zlatkovich, 91.

<sup>11</sup> Ibid., 31, 64.

<sup>12</sup> *Bracey's Block Maps 1937-1945*, 6.



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 16

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

these and other companies such as the Missouri, Kansas & Texas (MK&T) and the Chicago, Rock Island & Gulf (CRI&G) and the St. Louis Southwestern (SSW) railroads provided Holland with easy access to a vast transportation network. This ensured that his Farm and Ranch Publishing Company had the means of receiving large quantities of blank paper stock and printing supplies in addition to shipping in bulk, his finished magazines and other printed material across the south and with time – across the entire United States.

Holland's agents, acting on behalf of the Texas Farm and Ranch Publishing Company, purchased lots 19-22 of Block 829 in part of the Gaston Homestead on August 1, 1918.<sup>13</sup> Lots 19 and 20 were purchased from E.H. Ray and J.D. Robinson for \$11,500, while lots 22 and 21, owned by William R. Wright and Henry Pollack, were bought at a cost of \$8,000 and \$8,250, respectively. Block 829, the site of the new home for Holland's publishing company, was conveniently situated to access the railroads that used Dallas as a transportation hub. The property was bounded by Main Street, Second (Race) Avenue, Commerce Street, and Trunk Avenue. Trunk Avenue had a spur line and siding that was operated by the Texas & New Orleans (T&NO) Railroad Company. T&NO had acquired right-of-way from W.H. Gaston and family on May 10, 1905 (Ibid., Vol. 332: 545). In addition, the site was two blocks southwest of the T&P trackway, which crossed Elm Street on its final approach into Dallas, taking it through Deep Ellum and then to Union Depot. Presumably, Holland's employees could load and unload from freight cars on the T&NO siding, and the carrier could transfer company freight to the T&P at Union Depot. Freight could also be conveyed to both the MK&T and the GC&SF Railroads on the west side of the Dallas Central Business District. The four carriers provided the Texas Farm and Ranch Publishing Company with access to every major rural readership market in the United States.

Following his successful purchase of the site in 1918, Holland commissioned F.J. Woerner & Company Architects to design the new building. On November 26, 1919, the Dallas Building Official issued Building Permit Number 1393 for a "3 story [bldg. with] basement [of ?] concrete[, &] brick & tile [construction]." The construction costs were recorded in the City official's record of that year as \$200,000. Dallas contractor Fred Jones began construction in 1919, and completed work in 1920. The publishing company's offices and printing equipment were moved from the second floor offices at 343 Main into the new facility.

In the following year, when agents of the Sanborn Insurance Company prepared initial records for the site, they noted that only the three-story office building had been constructed. Labeled "Texas Farm and Ranch Publishing," on the building's footprint, there were also written the following notes: "Express A.M. and 24 Hr.," "Motor [Shipping] - 1st [Flr.];" "Office - 2nd [Flr.];" and "Foundry & Composing - 3rd [Flr.]" Two years later, a second Sanborn record indicated that the annex had been built in 1921 and that, along with the three-story office building completed the year before, both were "of fireproof construction." Addressed as 3300-3308 Main Street, the one-story annex (3300-3306), presumably was where new presses were located, and the three-story building (3308) housed the administrative, editorial, and sales offices. The northeast tract of the block was vacant at the date of the Sanborn record of that year.

Curiously, during the first year of operations at the new location, there was not as much mention of the building's completion as one might expect to be printed in the company's magazines. A small, bordered insert appeared in the January 15 issue of *Farm and Ranch*, surrounded by eleven reviews of new books on poultry farming. It showed the architect's rendering of the northeast and northwest facades with the caption, "Our New Home," with the following text:

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<sup>13</sup> Dallas County Index to Deeds, Corporations, and Firms, 1914-1921: 203.



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## National Register of Historic Places Continuation Sheet

Section 8 Page 17

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

We feel sure that every FARM AND RANCH reader will be equally as proud of our new home as we are. Commencing with the New Year we are printing FARM AND RANCH on giant presses in the beautiful new building which we have just completed. The new plant and all of the equipment is modern and up-to-date in every respect. It will enable us to furnish FARM AND RANCH to thousands of Southwestern farmers who need it and want it and to make many improvements in the paper itself. You are cordially invited to visit our new home whenever you come to Dallas, and we can assure you if a hearty welcome. Also invite your friends to enjoy the many helpful and interesting features which every issue of FARM AND RANCH contains.

A subsequent issue of the magazine, printed later that same year, finally included a large photograph of the building taken from the same corner as the January 15 advertisement. Presumably, this view was Holland's or his editorial staff's favorite because it appeared quite frequently in his company's publications (as well as in other publications). In the 1921 issue of *Farm and Ranch*, a full-page advertisement proudly displayed the identical corner of the Farm and Ranch Building, with its retinue of Ford Model A's parked along Main Street and Second Avenue. The one-story annex was closely cropped at its southwestern corner. Not until the building was sold some thirty years later would another view of the facility be printed—this time from the southwest corner of the annex. The asymmetrical masonry facade of the office building was clearly shown with painted signage from the 1930s ("*Holland's Magazine and Farm and Ranch*") embellishing the wall. A description of the facilities accompanying the photograph stated that the Holland building had "for years [been] one of the best equipped printing centers in the southwest, with [presses] for multicolor work in both its slick paper *Holland's Magazine* and the newsprint stock of *Farm and Ranch*."<sup>14</sup>

### Demise of the Farm and Ranch Company

Holland died at his home on Travis Avenue on January 19, 1928. He was survived by his wife, a daughter and four sons. His son Frank P. Holland, Jr. continued the legacy of his father's journalistic and philanthropic endeavors until his own death. When Holland died, the *Dallas Morning News* ran an article (recapped in July 1971), which read "[t]he City owes much to Col. Holland's energy and enterprise...[s]ix, eight, perhaps a dozen men explain Dallas and are responsible for its degree of preeminence today...Col. Holland was one of them."

After the death of Frank Holland, his wife became president of the publishing company, with other family members already serving executive roles. Frank, Jr. (d. 1944) became vice president, and became the driving force behind many of the special projects and causes taken up by both magazines, traveling extensively across the U.S. to gather fresh ideas for publication. A leading force in Texas agriculture, Frank, Jr., was one of the founders and president of the Breeder/Feeder Association in Texas. Like his father, he served on the Texas State Fair board of directors, and supervised the livestock division, often touted as one of the best in the country. On March 29, 1940, the Dallas Agricultural Club honored him for his outstanding contributions to farming and ranching.

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<sup>14</sup> *Dallas Morning News*, March 4, 1945: n.p



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## National Register of Historic Places Continuation Sheet

Section 8 Page 18

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

In 1944, Frank Holland, Jr. died in Dallas at the age of 63, and the Holland family sold the publishing company and its property to Carr P. Collins the following year. Collins, president of Fidelity Union Life Insurance Company, had also served as chairman of Crazy Water Company of Mineral Wells, and as a director of First National Bank in Dallas. Collins continued to publish both magazines. At the time of sale, the Holland Building was one of best-equipped printing centers in the Southwest.

The Texas Farm and Ranch Publishing Company was dissolved in 1945 and renamed the Texas Farm and Ranch Publishing Company, Inc. In 1946, the company hired its first woman editor for Holland's Magazine, when Charleen McClain arrived from Nashville, Tennessee to fill the vacancy of J. Tom Mann, who was promoted to General Manager of the company. Born in Louisiana and reared in Tennessee, she was described by the local press as having been "engaged in newspaper and magazine work for a number of years"<sup>15</sup> Unfortunately, McClain's tenure at the company only lasted for six years, until 1952, when the magazine was sold. The magazine's circulation in that year was indicated as being at 500,000.<sup>16</sup>

In 1949, Collins contracted with a printing company in Kokomo, Indiana, to print *Holland's* and *Farm and Ranch*, and in 1950, sold the Holland Building to J.N. Fisher, a Dallas Realtor. In 1952, the building was used by the Office of Price Stabilization, a division of the State Department of Agriculture. After serving a variety of tenants and owners since the 1960s, the current owner recently renovated the Holland Building for use as an apartment building.

The Farm and Ranch Building retains a high degree of architectural and historic integrity, despite some modifications to the ground floor windows. The Farm and Ranch Building is nominated to the National Register of Historic Places at the state level of significance under Criterion B, in the Area of Social History, for its associations with the life and work of Frank Holland, a notable and influential Dallas figure, whose Progressive ideas provided the basis for his magazines' editorial content; and under Criterion A, in the Area of Communications because it served as the headquarters for two of the most important periodicals published in the south in the early 20th century.

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<sup>15</sup> *Dallas Times Herald*, July 21, 1946.

<sup>16</sup> *Dallas Times Herald*, August 24, 1952.

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National Park Service

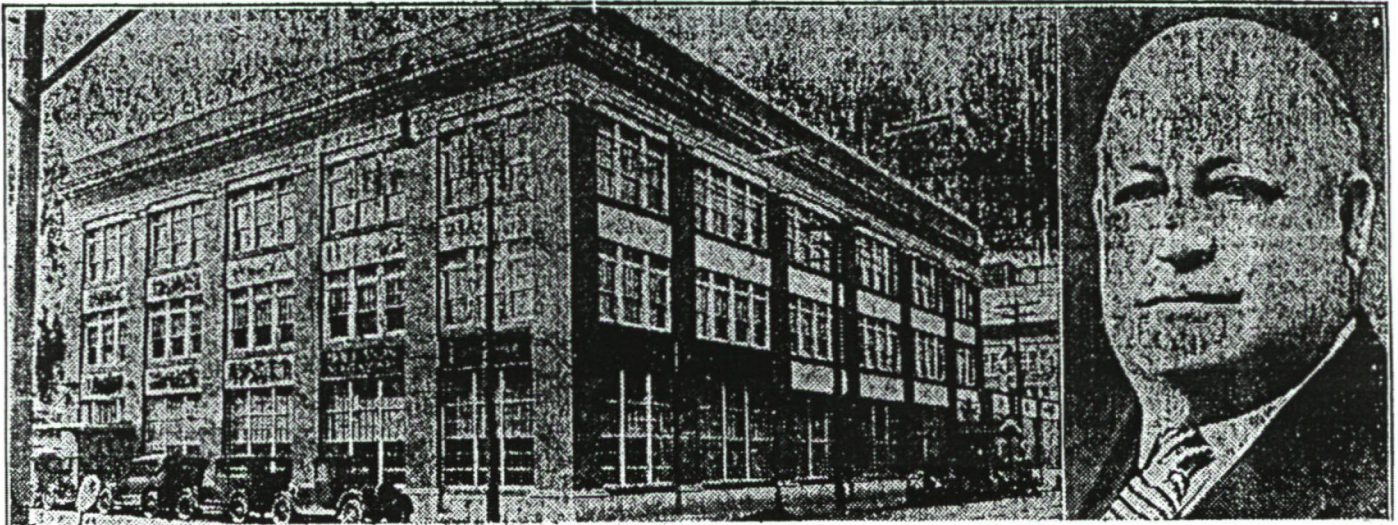
## National Register of Historic Places Continuation Sheet

Section 8 Page 19

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

Holland Building and Frank Holland  
*Dallas Times-Herald*, August 3, 1930

### Holland's Puts Out Twenty-Fifth Anniversary Number





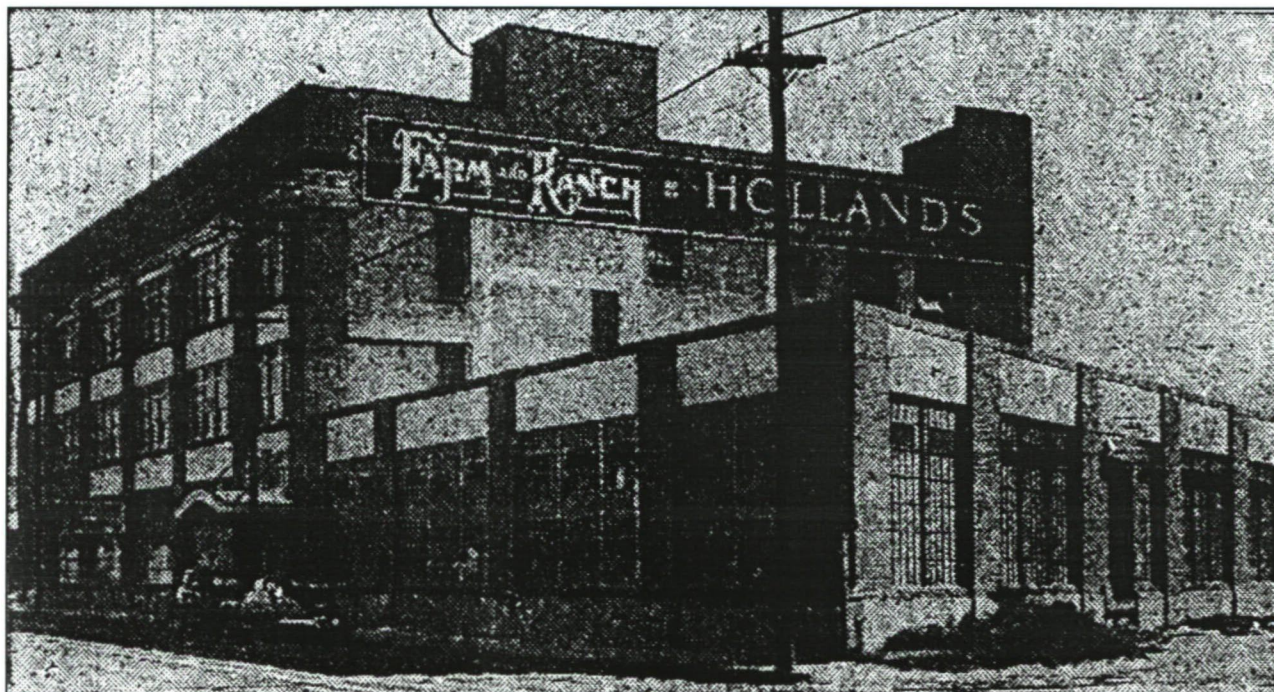
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## National Register of Historic Places Continuation Sheet

Section 8 Page 20

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

Holland Building, date unknown



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National Park Service

## National Register of Historic Places Continuation Sheet

Section 9 Page 21

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

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## National Register of Historic Places Continuation Sheet

Section 9 Page 22

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

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**10. GEOGRAPHICAL DATA**

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

| UTM REFERENCES | Zone | Easting | Northing |
|----------------|------|---------|----------|
|                | 14   | 708340  | 3629480  |

**VERBAL BOUNDARY DESCRIPTION** The building is located on the western portion of Lot 2 of 1/828, City of Dallas. The property is roughly bounded on the south by Commerce Street, on the west by Trunk Street, on the north by Main Street, and on the east by the former Second Avenue.

**BOUNDARY JUSTIFICATION** The nomination includes all property historically associated with the building.

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**11. FORM PREPARED BY** (with assistance from Gregory W. Smith, THC Historian)

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**NAME/TITLE:** Charles Ragan; Rosa Fleming, consultant

**ORGANIZATION:** Pan American Capital Corp.

**DATE:** August 5, 1998

**STREET & NUMBER:** 3311 Elm Street, Suite 105

**TELEPHONE:** (214) 748-1999

**CITY OR TOWN:** Dallas

**STATE:** TX

**ZIP CODE:** 75226

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**ADDITIONAL DOCUMENTATION**

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**CONTINUATION SHEETS**

**MAPS**

**PHOTOGRAPHS** (see continuation sheet Photo-23)

**ADDITIONAL ITEMS**

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**PROPERTY OWNER**

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**NAME:** Deep Ellum Development, Ltd.

**STREET & NUMBER:** 3311 Elm Street, Suite 105

**TELEPHONE:** (214) 748-1999

**CITY OR TOWN:** Dallas

**STATE:** TX

**ZIP CODE:** 75226



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## National Register of Historic Places Continuation Sheet

Section PHOTO Page 23

Texas Farm and Ranch Building  
Dallas, Dallas County, Texas

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Texas Farm and Ranch Building  
3300 Main Street  
Dallas, Dallas County, Texas  
Photographed by Charles A. Ragan  
July 1998  
Negatives on file at Deep Ellum Development, Ltd.

Northwest oblique, camera facing southeast  
Photograph 1 of 3

East elevation, camera facing west  
Photograph 2 of 3

Southwest oblique, camera facing northeast  
Photograph 3 of 3

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Texas Farm and Ranch Building  
NAME:

MULTIPLE  
NAME:

STATE & COUNTY: TEXAS, Dallas

DATE RECEIVED: 11/05/99 DATE OF PENDING LIST: 11/16/99  
DATE OF 16TH DAY: 12/02/99 DATE OF 45TH DAY: 12/20/99  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 99001499

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 12/9/99 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in the  
National Register

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

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

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

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





TEXAS FARM & RANCH BUILDING  
3300 MAIN STREET  
DALLAS, DALLAS CO., TEXAS

PHOTOGRAPH 1 of 3





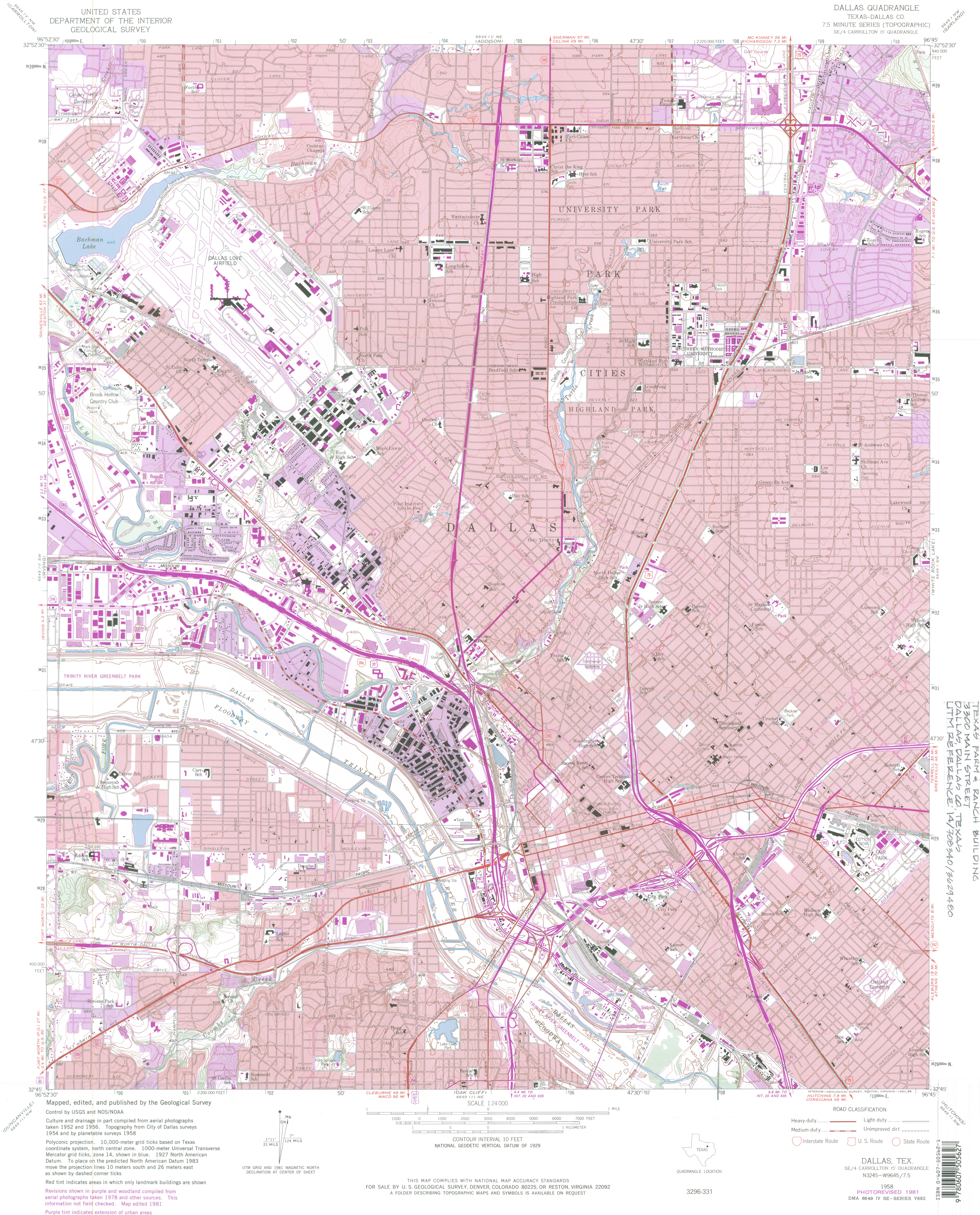
TEXAS FARM & RANCH BUILDING  
3300 MAIN STREET  
DALLAS, DALLAS CO., TEXAS  
PHOTOGRAPH 2 of 3





TEXAS FARM & RANCH BUILDING  
3300 MAIN STREET  
DALLAS, DALLAS CO., TEXAS  
PHOTOGRAPH 3 of 3





Mapped, edited, and published by the Geological Survey

Control by USGS and NOS/NOAA

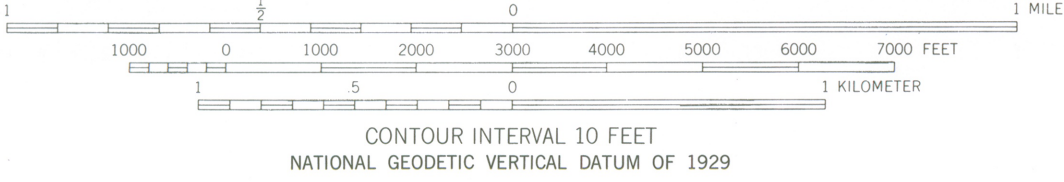
Culture and drainage in part compiled from aerial photographs taken 1952 and 1956. Topography from City of Dallas surveys 1954 and by planetable surveys 1958

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

Red tint indicates areas in which only landmark buildings are shown

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

Purple tint indicates extension of urban areas



CONTOUR INTERVAL 10 FEET  
NATIONAL GEODETIC VERTICAL DATUM OF 1929

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



QUADRANGLE LOCATION

3296-331

ROAD CLASSIFICATION

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

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

1958  
PHOTOREVISED 1981  
DMA 6649 IV SE-SERIES V882

TEXAS FARM & RANCH BUILDING  
3300 MAIN STREET  
DALLAS, DALLAS CO, TEXAS  
UTM REFERENCE: 14T08340/3629480

