

(Oct. 1990)

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

REGISTRATION FORM

1. NAME OF PROPERTY

HISTORIC NAME: Fidelity Union Life Insurance Building

OTHER NAME/SITE NUMBER: Fidelity Union Life Insurance Tower; Mosaic

2. LOCATION

STREET & NUMBER: 1511 Bryan / 1507 Pacific Ave.

CITY OR TOWN: Dallas

VICINITY: N/A

NOT FOR PUBLICATION: N/A

STATE: Texas **CODE:** TX **COUNTY:** Dallas . **CODE:** 113

ZIP CODE: 75201

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) (statewide) (x 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:

Signature of the Keeper

Date of Action

 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): _____

D8-2

5. CLASSIFICATION

OWNERSHIP OF PROPERTY: Private

CATEGORY OF PROPERTY: Building

NUMBER OF RESOURCES WITHIN PROPERTY:	CONTRIBUTING	NONCONTRIBUTING	
	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: NA

6. FUNCTION OR USE

HISTORIC FUNCTIONS: COMMERCE/TRADE: Business

CURRENT FUNCTIONS: DOMESTIC: Multiple Dwelling

7. DESCRIPTION

ARCHITECTURAL CLASSIFICATION: Modern Movement: International Style

MATERIALS

FOUNDATION CONCRETE

WALLS STONE: Limestone; BRICK; GLASS; CERAMIC TILE

ROOF ASPHALT

OTHER

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

D8-3

8. STATEMENT OF SIGNIFICANCE**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 VALUES, OR REPRESENTS A SIGNIFICANT AND DISTINGUISHABLE ENTITY WHOSE COMPONENTS LACK INDIVIDUAL DISTINCTION.
- D PROPERTY HAS YIELDED, OR IS LIKELY TO YIELD INFORMATION IMPORTANT IN PREHISTORY OR HISTORY.

CRITERIA CONSIDERATIONS: G**AREAS OF SIGNIFICANCE:** Commerce, Architecture**PERIOD OF SIGNIFICANCE:** 1952-1960**SIGNIFICANT DATES:** 1952, 1960**SIGNIFICANT PERSON:** N/A**CULTURAL AFFILIATION:** N/A**ARCHITECT/BUILDER:** Hedrick, Wyatt C. (1952); Hedrick, Wyatt C. and Nelson Stanley (1960 addition)**NARRATIVE STATEMENT OF SIGNIFICANCE** (see continuation sheets 8-# through 8-#).**9. MAJOR BIBLIOGRAPHIC REFERENCES****BIBLIOGRAPHY** (see continuation sheet 9-#).**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:

D8-4

10. GEOGRAPHICAL DATA

ACREAGE OF PROPERTY: 1.1998 Acres

UTM REFERENCES

	Zone	Easting	Northing
1.	14	706056.21	3629279.72

VERBAL BOUNDARY DESCRIPTION The building occupies lot R1 of block 233 in the Central Business District of Downtown Dallas.

BOUNDARY JUSTIFICATION The boundary encompasses the lot occupied by Fidelity Union Life Building, which is bounded by Bryan, Bullington, Federal, and Akard/Pacific streets.

11. FORM PREPARED BY (with assistance from National Register Coordinator Gregory Smith)

NAME/TITLE: Victoria Clow, based on local landmark and federal tax credit applications by Victoria Clow, Marhsa Prior, and Kate Singleton

ORGANIZATION: Cultural Resources Consultant

DATE: June 20, 2008

STREET & NUMBER: 6723 Lupton Drive

TELEPHONE: 214 354-3196

CITY OR TOWN: Dallas

STATE: Texas

ZIP CODE: 75225

ADDITIONAL DOCUMENTATION

CONTINUATION SHEETS

MAPS (see continuation sheet Map-#)

PHOTOGRAPHS (see continuation sheet Photo-#)

ADDITIONAL ITEMS

PROPERTY OWNER

NAME: Hamilton Fidelity, LP

STREET & NUMBER: 1310 Elm Street, Suite 140

TELEPHONE: 214 741-5100

CITY OR TOWN: Dallas

STATE: Texas

ZIP CODE: 75202

D8-5

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

**National Register of Historic Places
Continuation Sheet**

Section 7 Page 5

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Description

Located at 1511 Bryan Street, the former Fidelity Union Building is comprised of two towers (a 1952 21-story tower and garage and a 1959/1960 31-story tower addition). Developed, 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; the 31-story tower designed by W.C. Hedrick and his partner, Nelson Stanley. A regionalized example of "Mid-Century Modern," this property conveys the spirit and enthusiasm of a very important period in Dallas history. Conceived of as a corporate headquarters for Fidelity Union Life Insurance Company (but with multiple tenants), this building carried the promise of a new era in commercial real estate development and reflects a post-World War II building boom in downtown Dallas that generated a number of high-rise office towers constructed in the Mid-Century Modern style. At the time of its completion in 1952, the building was reportedly the largest home office life insurance building in the south.¹ With the tower addition in 1960, the combined building was reportedly the largest in the state (in terms of square footage).² Located in the center of downtown Dallas, the 21-story building is situated on a lot bounded by Bryan, Bullington, Federal, and Akard streets (see Figure 1). Bryan and Bullington streets serve as the primary façades with the parking garage facing Federal and Akard streets. The 31-story addition (536,330 gsf) 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. 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."³ The building is now known as "Mosaic," a residential loft conversion project completed in December 2007. The building is located in close proximity to the Downtown Dallas National Register Historic District and is visually a contributing component of Dallas' collection of historic properties within the central business district.

Downtown Dallas⁴

The Dallas Central Business District (CBD) lies just east of the Trinity River and is encircled by a web of state and federal highways roughly delineated by the Woodall Rodgers Freeway on the north, Central Expressway (U.S. Highway 75) and the Julius Schepps Freeway (Interstate 45) on the east, the R. L. Thornton Freeway (Interstate 30) on the south, and the Stemmons Freeway (Interstate 35E) on the west. Three intersecting street grids meet within this network of freeways. Using the Trinity River as the western boundary, the initial streets were laid out at right angles to the river by John Neely Bryan in 1841 within a grid of eight north-to-south streets and twelve east-to-west streets. A competing survey for John Grigsby was laid out at forty-five degrees off the cardinal directions. A third survey for the Peters Colony laid out different sections, again utilizing the cardinal directions. These historical surveys resulted in an odd series of doglegged streets within the CBD. The path of the old railroad tracks, now serving light rail, enter the CBD along the western perimeter, paralleling the path of Interstate 35.

The Fidelity Union Building is approximately seven blocks east of the West End Historic District (NR 1978), approximately ten blocks east and two blocks north of Dealey Plaza (NHL 1993), and is immediately north of the Dallas

¹ Dallas 1953 (Vol. 32, April):10-11.

² Dallas 1961 (Vol. 40, April):24.

³ Dallas 1959 (Vol. 38, January):46; Ann Midgett, Information Resource Center Manager, TXU, personal communication, 2004.

⁴ Adapted from *Dallas Downtown Historic District* draft National Register nomination, Lila Knight and Marcel Quimby, p. 7-5.

D8-6

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

**National Register of Historic Places
Continuation Sheet**

Section 7 Page 6

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Downtown Historic District (NR 2006). Numerous individually-listed National Register properties in the CBD include the Adolphus Hotel (NR 1983), the Dallas County Courthouse (NR 1976) and, and Union Terminal (NR 1975).

Fidelity Union Life Building

Original structure (21-story building)

Designed in 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 consists of granite-face pilasters and bases separating entries and large single and triple expanses of aluminum windows 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 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 divided by a louvered vent (now glass) that separates the elevation into two vertical planes. The first floor consists 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), was faced in continuous limestone grid system of large square blocks. Each grid section consisted of limestone panels set at 3 panels wide by 3 panels high. The center 3 bays of limestone on the western end have been replaced with glass with one grid of remaining limestone on either side. The western most plane, where the windows were inserted, was 5 grids wide by 28 grids high. The new windows occupying the center three grids start from the 8th floor and run through the 20th floor. Black 1/2" frit lines in the glass line up with the grid lines in the limestone so the glass pattern corresponds to the limestone joint pattern maintaining the architectural rhythm of the original building skin. The windows are in the same plane as the limestone maintaining the continuity and flatness of the original façade to achieve a compatible but clear differentiation between the historic and new components. Two vertical sections of vent louvers, which extended between the vertical projections in the façade, were replaced with glass starting at the 8th floor. These alterations were the subject of local landmark commission and Federal Tax credit design review.

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 plain brick wall with no windows and two rectangular mechanical vents per floor (above the garage).

The interior of the 21-story building was largely occupied by office space. As such, most floors reflected typical office interior finishes that were repeatedly altered over the years to serve tenant needs. The first floor, however, contained a small lobby appointed in Swiss marble wainscoting and green terrazzo floors. For many years these materials were obscured by faux cooper wainscoting and a vinyl tile floor. The original materials have been revealed with the area now serving as an elevator lobby to residential apartments located on the upper floors of the original building.

D8-7

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

**National Register of Historic Places
Continuation Sheet**

Section 7 Page 7

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

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, an expansive mail room, and a high-velocity condensed air system. The cafeteria was located between the entry lobbies of the main building and tower; this space is now occupied by a restaurant. In general, the tower's finish out was of better quality than the original building due to increased funds and availability of materials. This was evident in the larger lobby area which included marble wainscoting, terrazzo floors, and grand elevator bays.

Like the original building, the interior upper floors of Fidelity Union had been substantially altered over time. The configuration and finishes of the main lobby, however, was intact. This included marble finishes, elevator hardware, and terrazzo floors which continue to grace the main lobby of the building.

Interior

In the lobbies of both towers all of the critical historic finishes remain intact and were restored to their original condition, including the granite flooring and marble stone finishes.

Floors two through eight contain a parking garage. A portion of the garage roof has planters constructed on it for landscaping elements. Primarily, the roof of this parking garage is a public resident area with the apartment complex pool area and plaza. Floor eight contains the first residential units as well as the public resident amenity room. Eight through thirty-one contain residential units and have polished concrete floors with some exposed structure and no remaining finishes. The original existing window sill framed areas and mechanical systems were removed, as was all existing electrical, plumbing, HVAC system and all interior finishes. New drywall framing and furring areas were added to the exterior window wall areas, and to form the demising walls between the new residential units. In the reconstructed apartment units all electrical, fire sprinkler, HVAC duct and plumbing is concealed within finished surfaces except in the utility/mechanical closets. The predominant material is drywall with accents including mosaic tile, laminates, wood and metal. Doors are wood in hollow metal frames. The solarium walls are full height glass. Most floor plans are open and ceilings have multiple planes organized to reflect the floor plans. The original exit stairs remain in both the thirty-one and twenty-one story buildings. They were re-finished and modified as required to accommodate the removal of ACM, the installation of a fire protection system, and compliance with Codes and ADA. Art installations created from artifacts found throughout the building pre-construction have been placed on several floors in the corridors.

There are approximately 23 residential units per floor on floors 8 through 21 and approximately 14 on floors 22 through 31. The parking garage contains approximately 650 stalls.

Df-8

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

**National Register of Historic Places
Continuation Sheet**

Section 7 Page 8

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Rehabilitation and Present Condition

As part of the rehabilitation/conversion, Fidelity Union is now known as "Mosaic," in tribute to the original design, for the millions of blue-green ceramic tiles which line the building's exterior.

Fidelity Union is in excellent condition and retains a high degree of integrity of setting, workmanship, materials, design, feeling, and association. After TXU's departure, Fidelity Union sat vacant and largely under appreciated despite its edgy Mid-Century design and prominent central business district location. At that time, much of the interior had been modernized with more contemporary (1970s-1990s) office finish out. The only substantially intact interior public space was the tower's original lobby which retained its marble wainscoting, elevators, and terrazzo floors. The 1952 lobby, on the other hand, was concealed by faux finishes and tile flooring which obscured the original historic fabric. The exterior had also been altered with the installation of reflective tenting on most or all windows and the form of the exterior columns had been modified.

From 2005-2007, Fidelity Union was the subject of one of the city's largest rehabilitation/ residential conversion projects with the project exceeding over 1.1 million square feet and requiring \$107 million in capital. Both the original 1952 building and the 1960 tower addition were readapted for residential use that netted approximately 440 loft apartments averaging 1,235 square feet in size. Much of the first floor, including the former cafeteria, was adapted into retail space. Appropriately, the cafeteria was transformed into a new restaurant destination that retained the space's character defining openness and high ceilings. Both first floor lobbies were also retained and restored to their historic appearance for shared resident access to apartments on the upper floors. In the 1952 lobby, which is smaller than the 1960 lobby, the original marble and floor finishes were revealed. Not all elevator bays in the lobbies were required for tenant use; these bays however, were retained and have been left open with tenant services inside (including a stand up tanning bed and a bank teller machine).

On the exterior, the original first floor columns were returned to their original curvilinear form. Broken or damaged mosaic tiles replaced, in kind, where required. All of the non-original filming was also removed from glass surfaces. All window caulking and sealants abated, and re-caulked and re-sealed to match existing. Where approved by Federal Tax credit program review, sections of the curtain wall framing at each floor was modified to have operable glass sections allowing each residential unit to have at least one operable window to meet the make-up air requirements of the HVAC system. All operable areas of framing and glass match the adjacent existing curtain wall system in size of framing members and size of glass panels. These operable window sections closely resemble the original operable window elements at this curtain wall area, which were removed previously.

The formerly windowless south façade on the 1952 building was adapted to allow light into interior units and maximization of use of the immense interior floor plate. A glass curtain wall system now occupies the center three grids start from the 8th floor and run through the 20th floor. These center windows are set into a pattern of one grid of remaining limestone on either side. The glass pattern corresponds to the limestone joint pattern maintaining the architectural rhythm of the original building skin. Louvered vents were also similarly adapted.

Extensive effort was required to restore and repair the exiting exterior of the building on all facades from the ground up. Original limestone walls and blonde Malverne Brick were cleaned and re-pointed where mortar had deteriorated. At the street level the façade consists of a lower band of green marble and aluminum framed doors. Original storefront, doors, marble panel surfaces and soffits were preserved, cleaned, repaired and re-pointed. All work was done as required in accordance with the Secretary's Standards.

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

**National Register of Historic Places
Continuation Sheet**

Section 7 Page 9

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

The ribbon windows encircling the building were preserved and original storefront framing was cleaned and re-caulked as required where it meets adjoining surfaces. The reflective and non-original film was removed, with seals and caulking between the glazing and the framing replaced as required. Portions of the existing storefront system and system and glazing were replaced, at the solarium areas, with new operable storefront systems to match the profiles of the existing. Each residential unit has at least one operable window to meet the make-up air requirements of the HVAC system.

Many interior elements were preserved, as well. The granite floor and marble walls in the entry and elevator lobbies were fully protected during construction and preserved and maintained. The wall covering that concealed the original marble wall surface and the mastic were removed and the historic surface restored. All of the items in the elevator and entry lobbies were preserved and retained except the wall mounted ashtrays. Since the historic height of the call buttons was set too high to meet ADA standards, they were lowered. The historic elevator signs were modified to reflect the actual floors served.

D&-10

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

**National Register of Historic Places
Continuation Sheet**

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Section 8 Page 10

Statement of Significance

The Fidelity Union Building is significant locally under Criterion A for its association with a highly successful, innovative insurance company that contributed to the commercial growth and development of Dallas. The original 1952 structure is an outstanding representation of the economic transition that occurred locally and nationally immediately after World War II. The tower addition represents a continuation of the post war economic transition, representing the growing economic prosperity that occurred in the later 1950s. The building is also significant in the area of commerce for its association with Carr P. Collins, Sr., founder of the Fidelity Union Life Insurance Company and noted philanthropist. Under Criterion C, the building 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 building, including the 1960 tower addition, meets Criteria Consideration G as an exceptionally-significant building with components that are less than fifty years old. 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. Architecturally, it is a continuation of the original building's Mid Century Modern design executed by the same architect, Wyatt C. Hedrick, with his new partner Nelson Stanley. Differences between the original building and the tower's design (most notably the inclusion of more windows and greater size) are directly related to the increased availability of materials and funds in the growing economy of the late 1950s. The period of significance of the property extends from its construction in 1952 through 1960, when the tower addition was completed.

Historical Background:

Fidelity Life Insurance Company and other major tenants

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.⁵

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 \$40,185,617.⁶ 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

⁵ 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."

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."

D&-11

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

**National Register of Historic Places
Continuation Sheet**

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Section 8 Page 11

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.⁷

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 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 \$485,348,457.⁸ 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.⁹

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 Shroeder Bank & Trust Company, on behalf of foreign investors for \$45 million.¹⁰

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, having previously occupied space in the near-by Interurban Building, held a 99-year lease for the top nine floors of the Fidelity Union Building.¹¹ It also occupied a

⁷ 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."

⁸ 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.

⁹ Dallas, April 1961 (Vol. 40, April):24-25.

¹⁰ "Fidelity Union looks ahead to hookup with Allianz," "Fidelity Union holds acquisition talks," Fidelity Union Life talks acquisition," "German firm Oks 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."

¹¹ "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

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

**National Register of Historic Places
Continuation Sheet**

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Section 8 Page 12

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 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 at TP&L held meetings with individual farmers to make them aware of the benefits of electrical service, helping them to become more profitable.¹²

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.¹³

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.

¹² "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.

¹³ "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."

D8-13

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 13

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

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.¹⁴ 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 Insurance company was founded by Carr P. Collins, Sr. and William Morriss. The corporation's formation, moreover, originally went largely unmarked. 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. 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 to be built 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).¹⁵ 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

¹⁴ Lila Knight and Marcel Quimby, Davis Downtown Historic District National Register Nomination Form, 2002.

¹⁵ Dallas, April 1961 (Vol. 40, April):24.

D8-14

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

**National Register of Historic Places
Continuation Sheet**

Section 8 Page 14

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

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.¹⁶

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 and the success of Fidelity Insurance as one of the leading companies in the insurance industry. Locally, there was the perception that if you building, they [businesses] will come.

The addition towered over its predecessor and was conceived and designed without the restrictions that had limited other buildings, like the 1952 building, just a few years before. Specifically, the 1960 addition was substantially larger in size and shows a higher level of design 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. The shared floor levels between the original building and the addition was an attractive feature that allowed tenants who desired larger single-floor areas to occupy up to 34,000 square feet of space (utilizing same floor space in both buildings). As a consequence, the combined facility was considered locally as a single building that had merely been built in two stages over a brief span of time.

The tower addition accounted for almost one-fifth (four million) of the over \$20 million volume in new construction for the city of Dallas in 1959.¹⁷ Interestingly, when the tower opened, Dallas was on the verge of overbuilding with the result being an excess of office lease space. This was a new problem for a city which had suffered for years from a lack of office space. With the improved economy, large companies began to vacate rented space to build their own. At the same time, newer buildings like Fidelity Union's tower also attracted tenants away from older buildings, like the Kirby Building. In fact, Fidelity Union's mammoth addition was reported to be the "straw that broke the camel's back" in a *Dallas Morning News* article dated September 11, 1960.¹⁸ In support of the new tower, Fidelity Union Life Insurance Executive Vice President Charles S. Sharp noted in the same article that:

"In order to justify a new building of this size, more than 600,000 square feet, we had to be competitive. We had to do a selling job in a highly competitive market. At present we are 90 percent leased. We cut the cost of our rental considerably under the cost of some of the older buildings and have gotten many Class "A" tenants... We have numerous tenants that have taken whole floors. But we've got a better product for a better price and we intend to fill it (the building)."

This excess of office square footage was expected to be a temporary problem for a growing city like Dallas. This belief was likely held by one of the tower addition's new tenants, the Dallas Chamber of Commerce which moved onto the third floor in May of 1960. 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

¹⁶ "Sighting the Sixties" Special Report in *Architectural Record*, November 1959, pgs. 8-c, 8-e.

¹⁷ "Building Shows Big March Hike," *The Dallas Morning News*, April 9, 1959, pg. 16.

¹⁸ "Dallas Struggles to Absorb Big Excess of Office Space," *The Dallas Morning News*, September 11, 1960, pg 1.

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

**National Register of Historic Places
Continuation Sheet**

Section 8 Page 15

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

economical service to members [of the Chamber].¹⁹ 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. 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) likely contributed to Chamber's decision.

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, were not convinced of their therapeutic value, and hence, claimed the product to be fraudulent.²⁰

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, Collins was presented with the prestigious Linz Award in recognition of his many contributions to the city of Dallas.²¹ 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.

Architecture

¹⁹ *Dallas*, April 1961(Vol. 40, April):22.

²⁰ Green, G.N., "Collins, Carr P." The Handbook of Texas Online, <http://www.tsha.utexas.edu/handbook/online>, December 4, 2002.

²¹ 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."

D8-16

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

**National Register of Historic Places
Continuation Sheet**

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Section 8 Page 16

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 Cephas 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.²²

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 board of directors for 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.

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.²³ 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.²⁴

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.

²² Long, Christopher, "Hedrick, Wyatt Cephas." The Handbook of Texas Online, <http://www.tsha.utexas.edu/handbook/online>, November 1, 2005.

²³ "Inge Active 37 Years." On file, Texas/Dallas History and Archives Division, Dallas Public Library, Vertical file "B&I Fidelity Union Life Ins. Co."

²⁴ Hitchcock, Henry-Russell. Architecture: Nineteenth and Twentieth Centuries, Penguin Books, New York, 1978.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 17

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

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.²⁵ 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 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

²⁵ Hitchcock, Henry-Russell. "The International Style Twenty Years After," *Architectural Record*, August 1951, pp.89-97.

²³ Ibid.

108-18

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 18

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

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 original Fidelity Union Building.

By the end of the 1950s, the country saw a decided shift mood with the anticipation this "widely-heralded 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 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,

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.

D8-19

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

**National Register of Historic Places
Continuation Sheet**

Section 8 Page 19

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

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).

Summary

The construction of the Fidelity Union Life Insurance building's position in history as one of the first major post war skyscrapers in downtown can not be overlooked, nor can its place as an integral part of Downtown's upward trajectory. Its massive 325,000 square feet of floor space amounted to over half the square footage completed in downtown in 1952, and was more, by itself, than the total completed in 1951 (232,133 sq ft.), and more than the amounts completed in 1947 and 1948 combined. After its erection, the area very rapidly became the center for other monumental building projects. This boom in construction clearly illustrated the change in architectural perception and the direction office development in Dallas was heading. Shortly thereafter, in 1959, the addition of the tower at Fidelity Union marked another significant contribution to the post war growth of Dallas when it accounted for roughly one-fifth of the money invested in new development in that year.

A regionalized example of Mid-Century Modern design, the Fidelity Union Building was developed, designed, and constructed by the same team of professionals; the 21-story tower was designed by W.C. Hedrick and the 31-story tower designed by W.C. Hedrick and his partner, Nelson Stanley. It served as the corporate headquarters for Fidelity Union Life Insurance Company and was reportedly the largest home office life insurance building in the south when the original structure was completed.²⁶ With the tower addition in 1960, the combined building was also reportedly the largest in the state (in terms of square footage)²⁷ and again reflected the phenomenal success of Fidelity Union Life Insurance and positive economic outlook for both the company and the city. The addition housed the Dallas Chamber of Commerce and served as the organization's "poster property". It was also specifically selected by the Chamber because it was considered a high profile building containing some of the most influential companies in the city and state (such as Fidelity Union Life Insurance Company and Texas Power and Light).

²⁶ Dallas 1953 (Vol. 32, April):10-11.

²⁷ Dallas 1961 (Vol. 40, April):24.

D8-20

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

**National Register of Historic Places
Continuation Sheet**

Section 9 Page 20

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

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D&-21

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

**National Register of Historic Places
Continuation Sheet**

Section 9 Page 21

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

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D8-22

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

**National Register of Historic Places
Continuation Sheet**

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Section 9 Page 22

1952 Tower, east oblique



D8-23

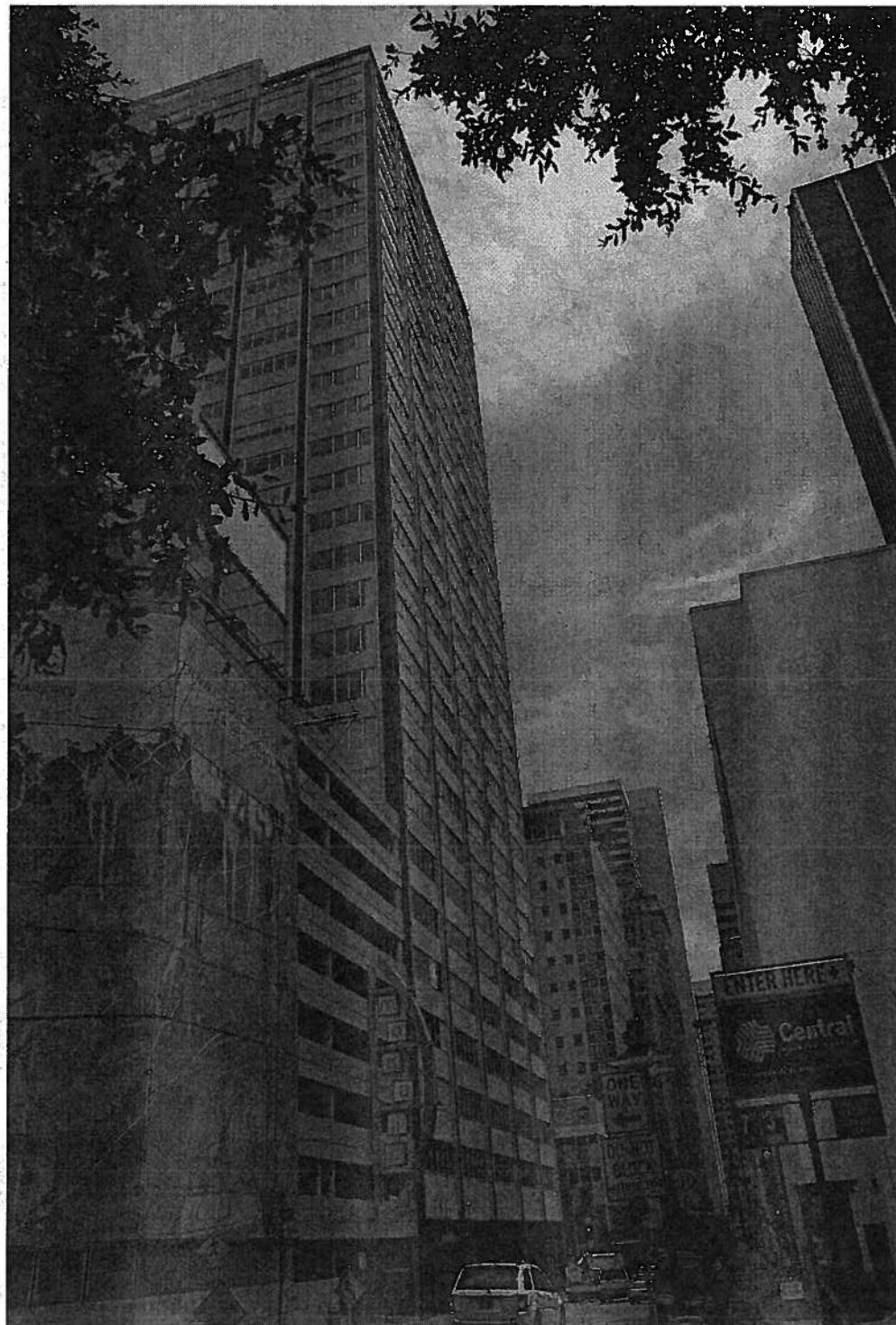
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 9 Page 23

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

1960 Tower, west oblique



D8-24

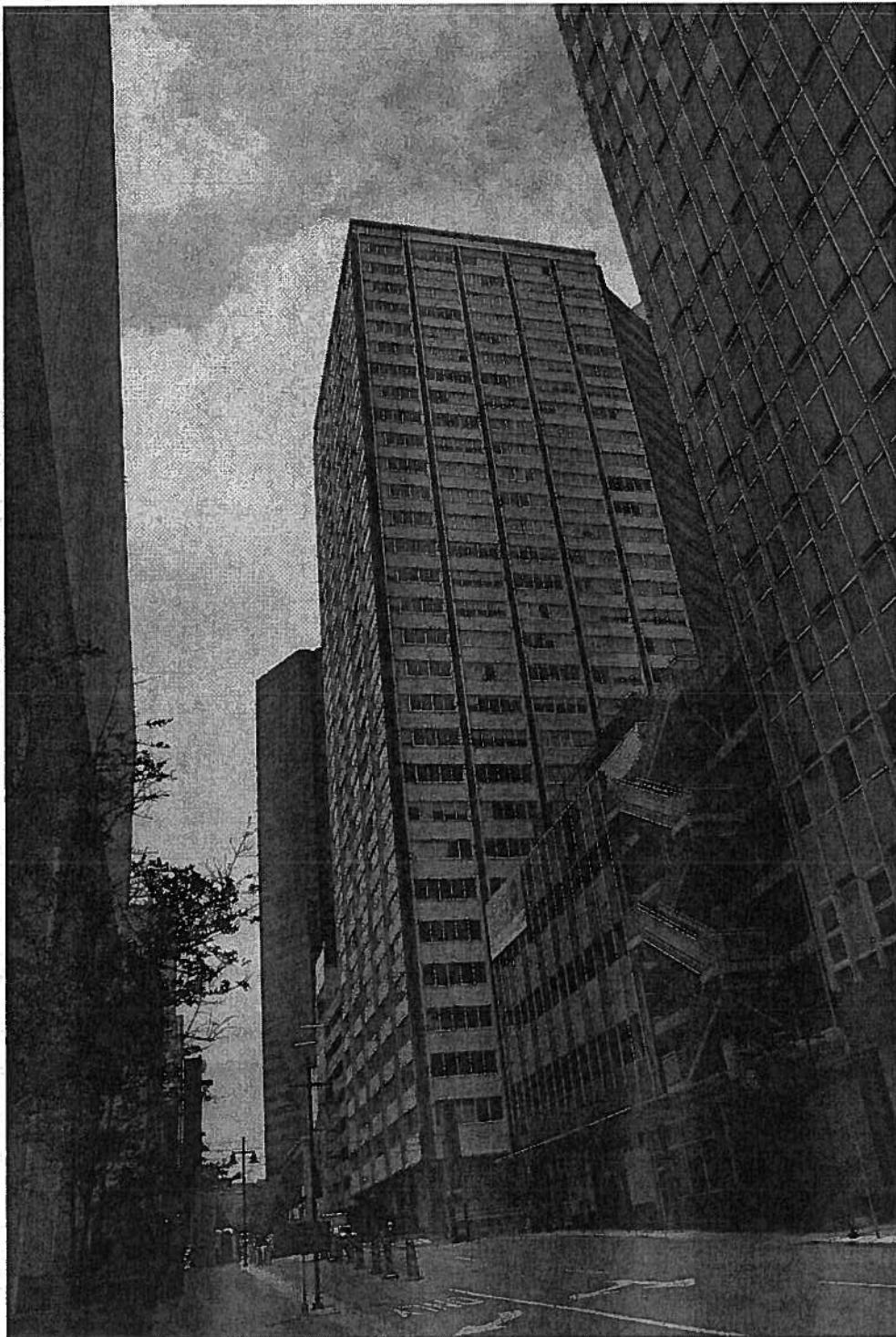
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 9 Page 24

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

1960 Tower, South elevation.



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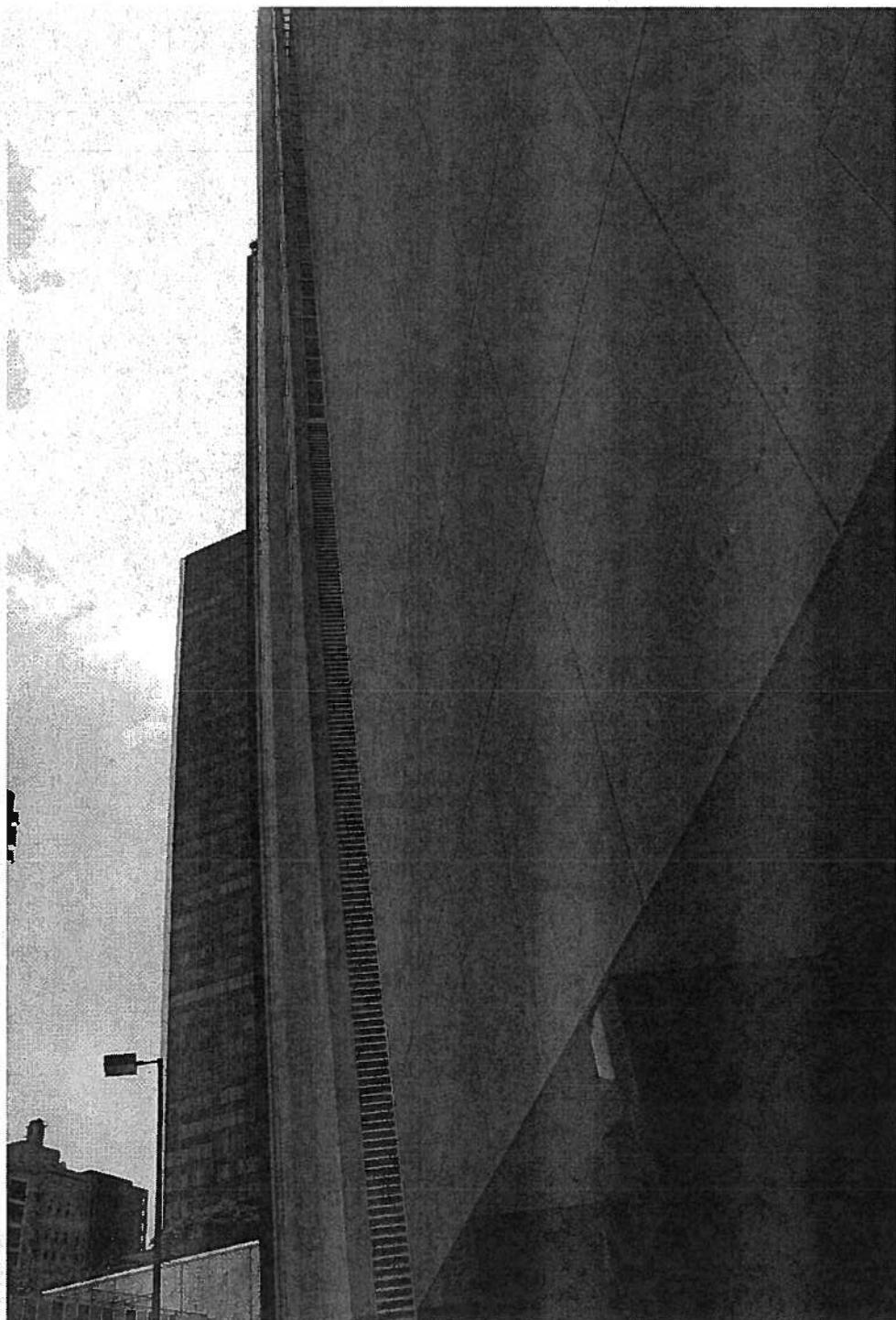
**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section 9 Page 25

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

1952 Tower, southeast elevation



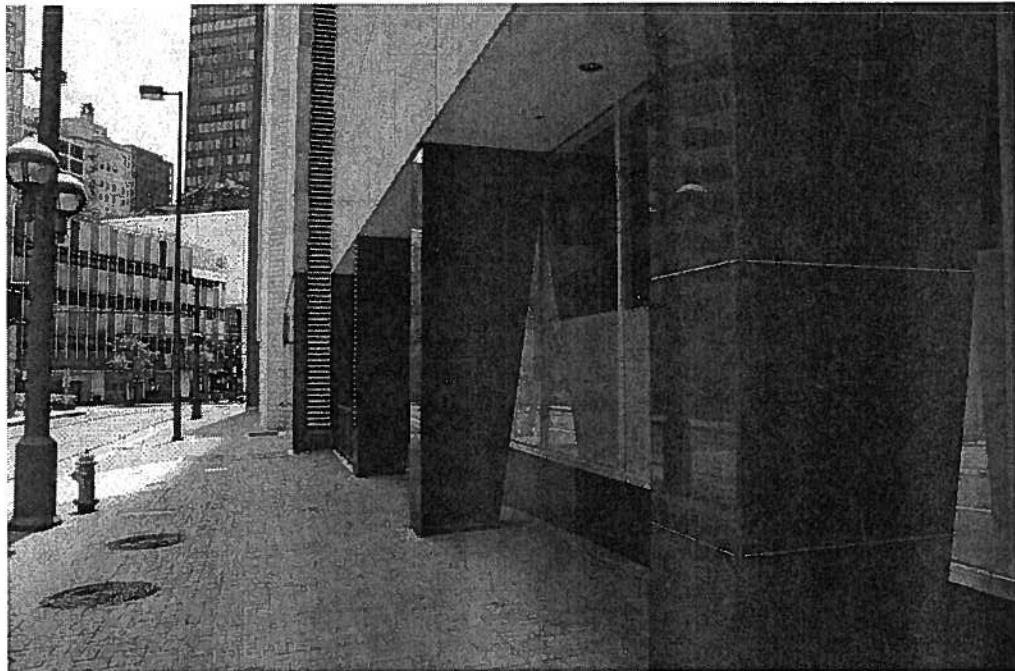
**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Section 9 Page 26

1952 Tower, Ground floor, looking west



1960 Tower, ground floor, south façade



D8-27

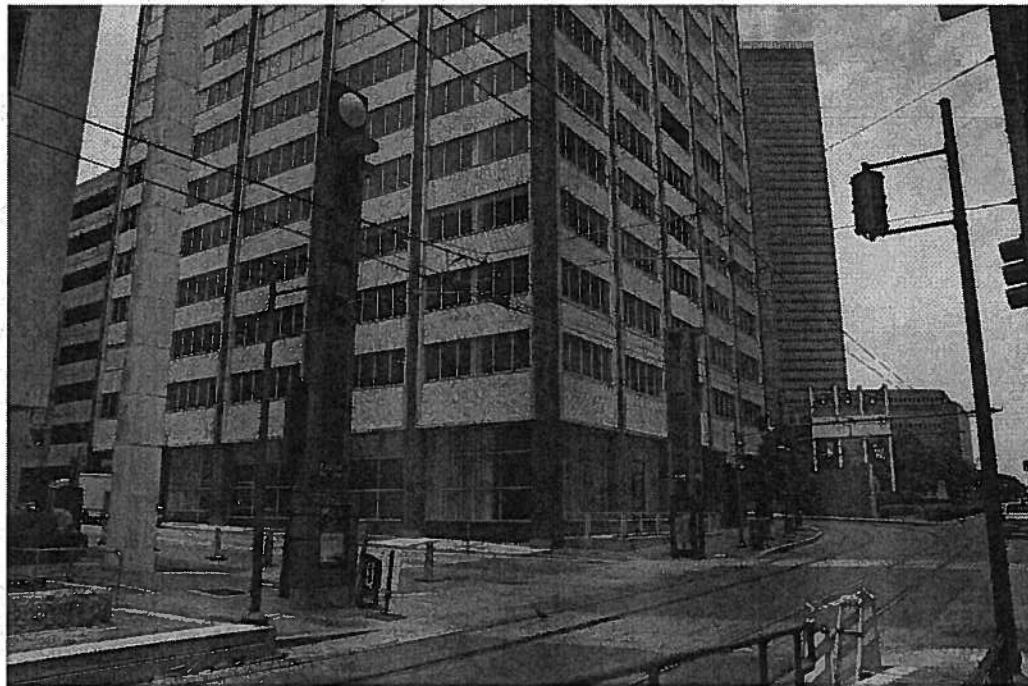
**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

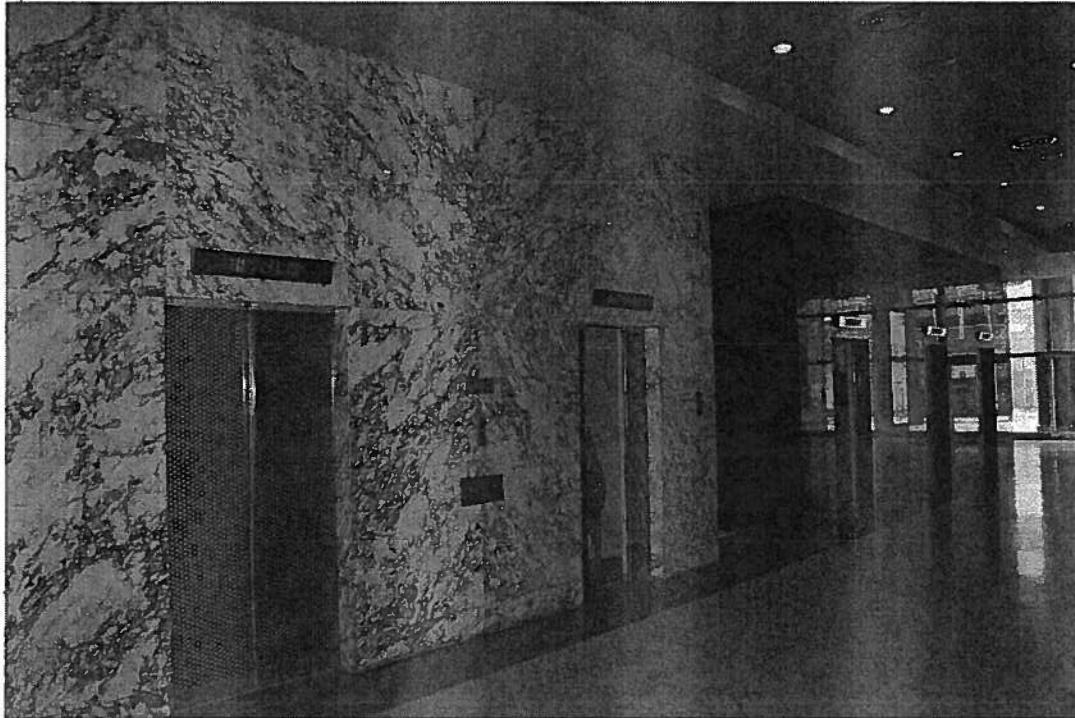
Section 9 Page 27

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

1960 Tower, ground floor, southwest oblique



1960 tower lobby



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

**National Register of Historic Places
Continuation Sheet**

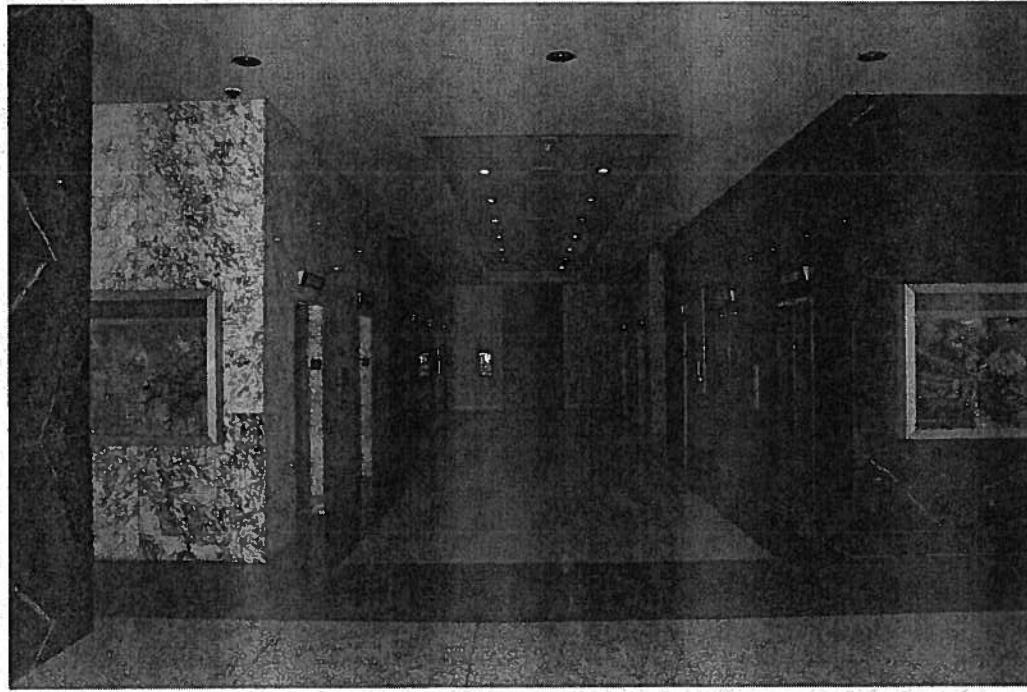
Section 9 Page 28

Fidelity Union Life Insurance Building
Dallas, Dallas County, Texas

Elevator bay detail, 1960 tower



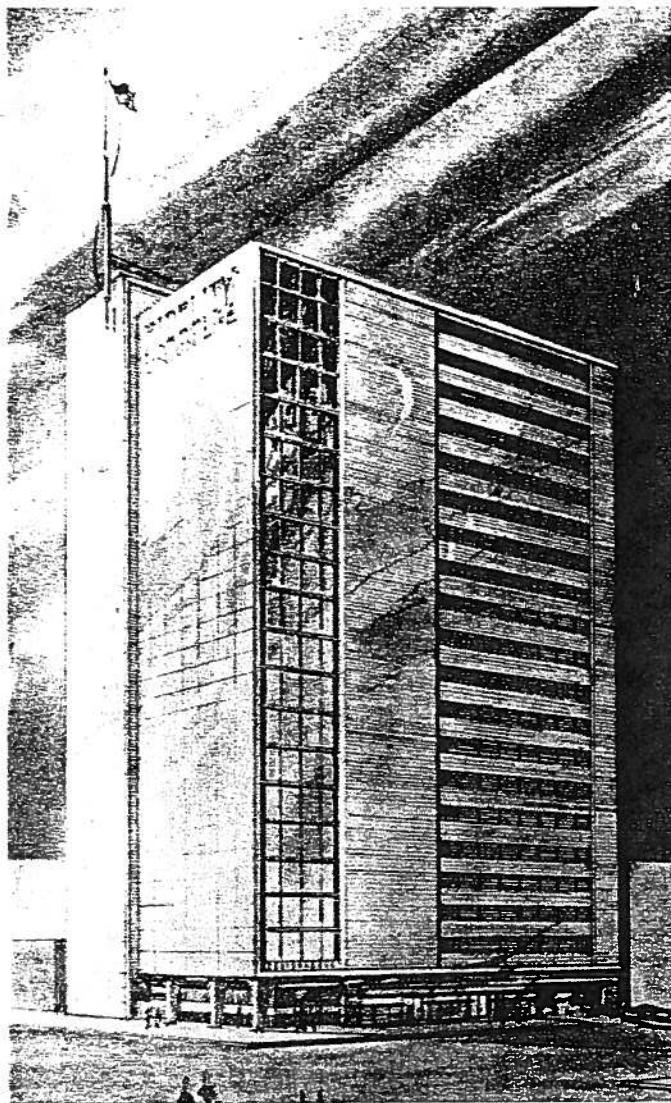
1960 Tower lobby, looking north



D8-29

HISTORIC PRESERVATION CERTIFICATION APPLICATION
PART 1 – Photographs

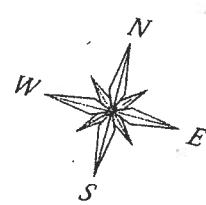
Fidelity Union Life Tower
1507 Pacific Ave., Dallas, Texas



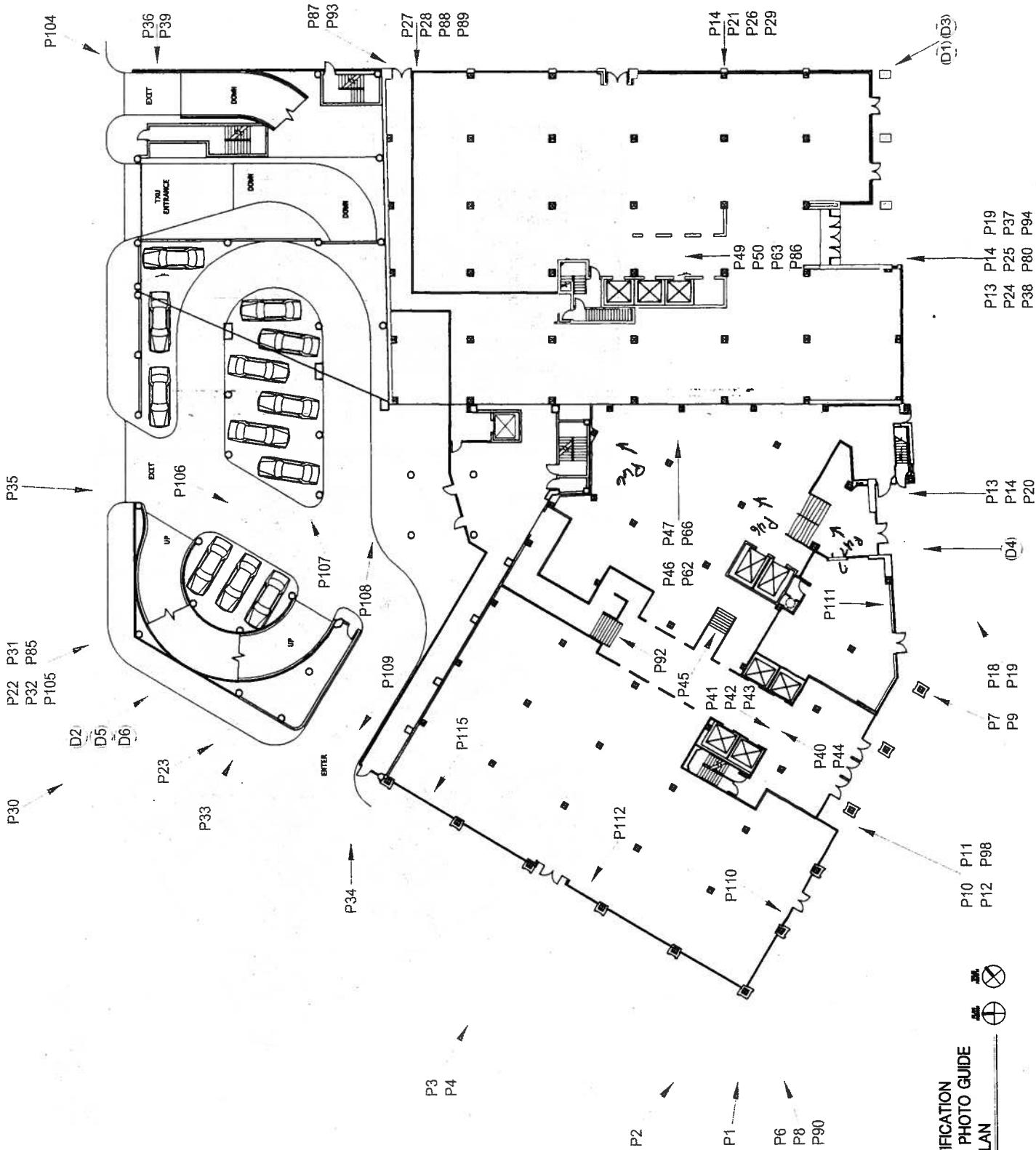
Building Rendering from December 15, 1950 (*Dallas Morning News*)

D831

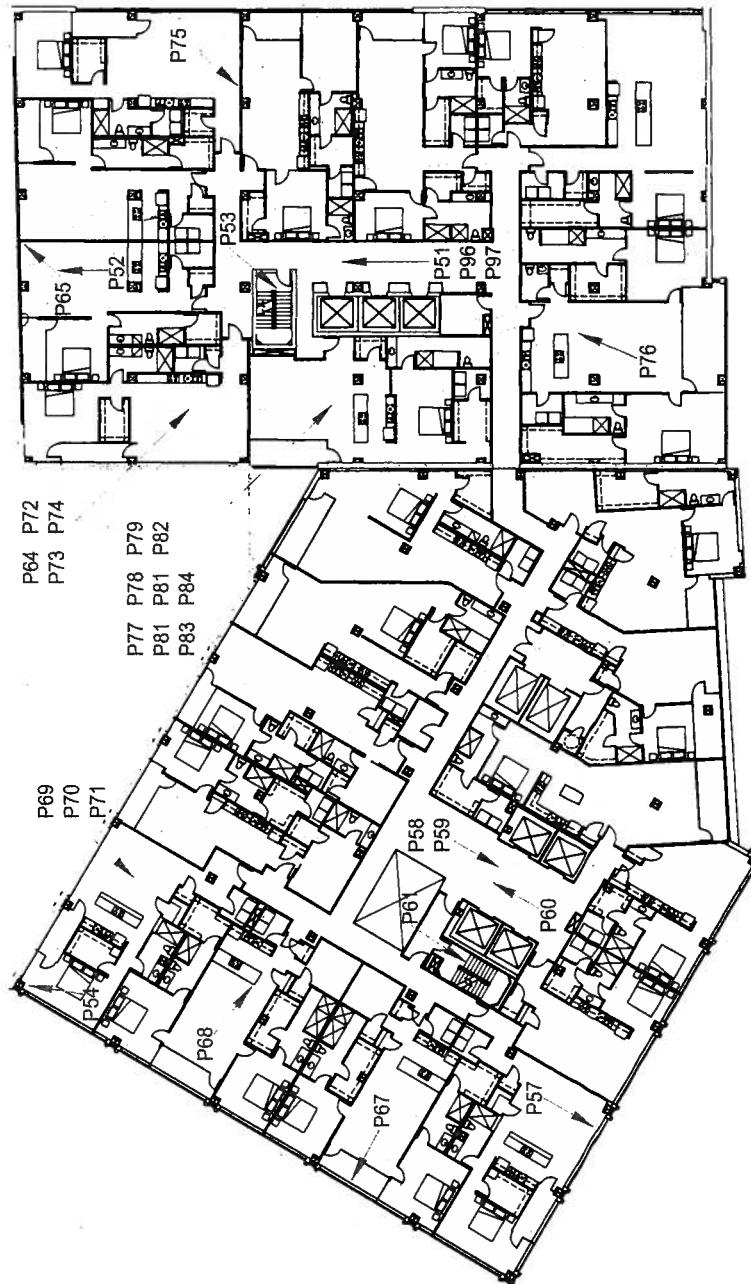
Dallas Downtown Historic District (western half); Fidelity Union Building (top center)

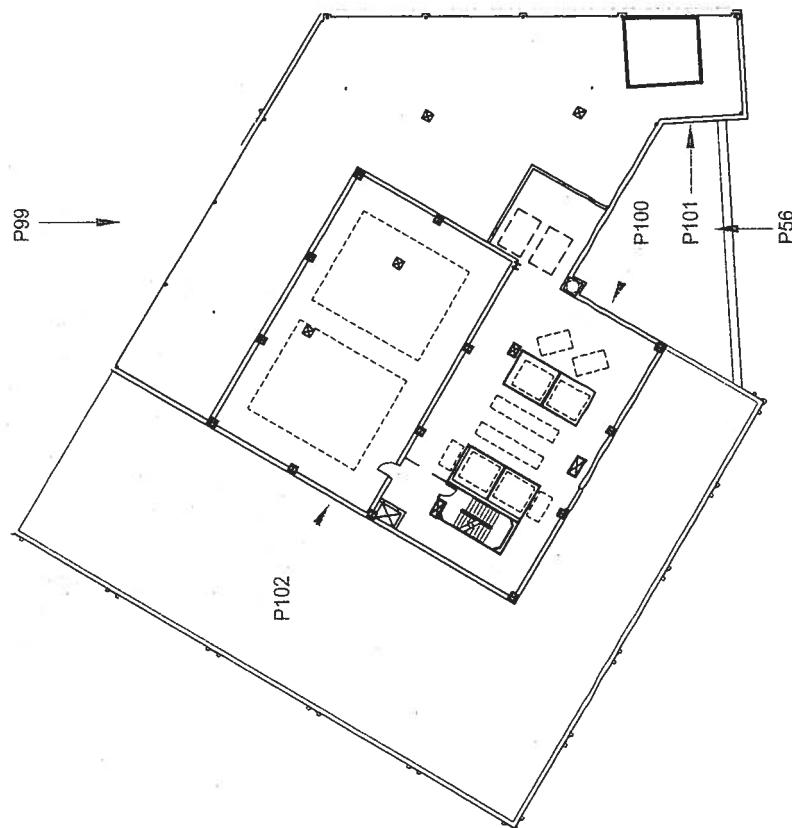


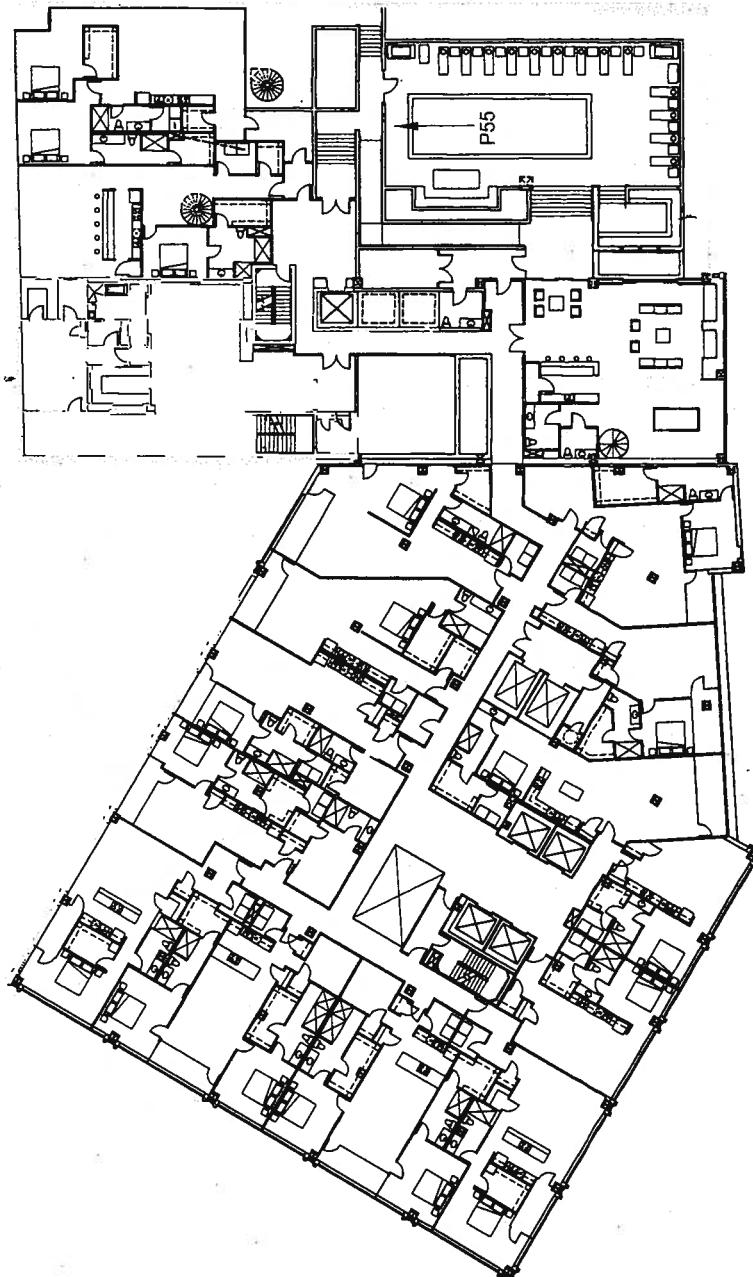
D8-32



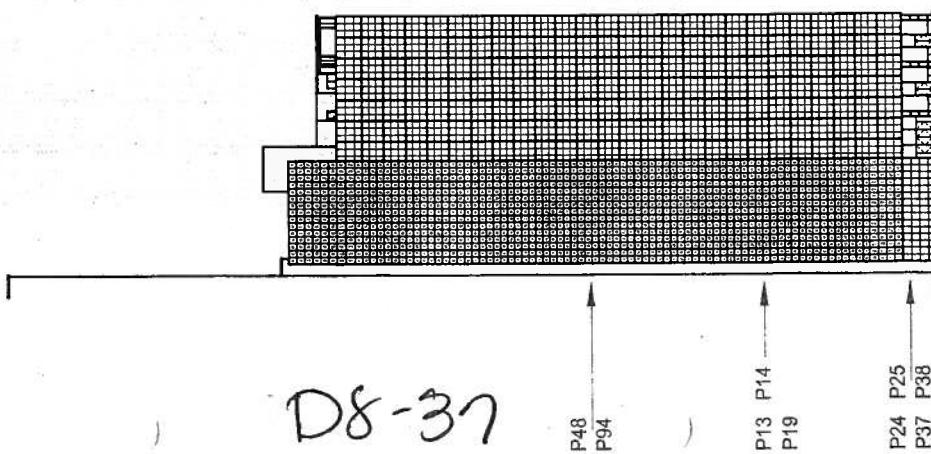
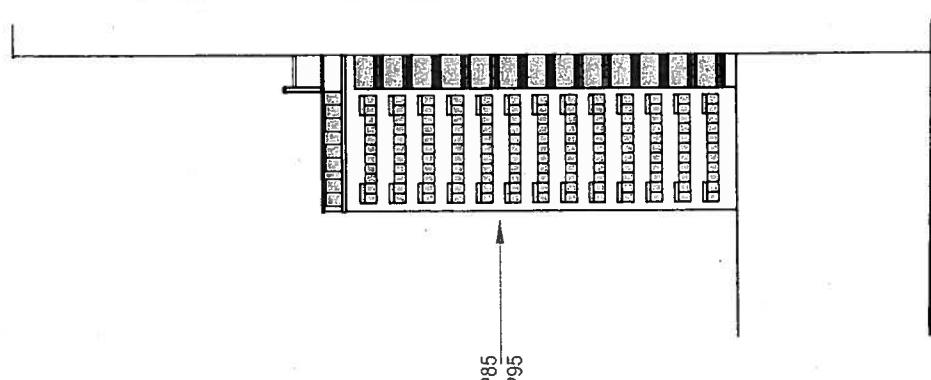
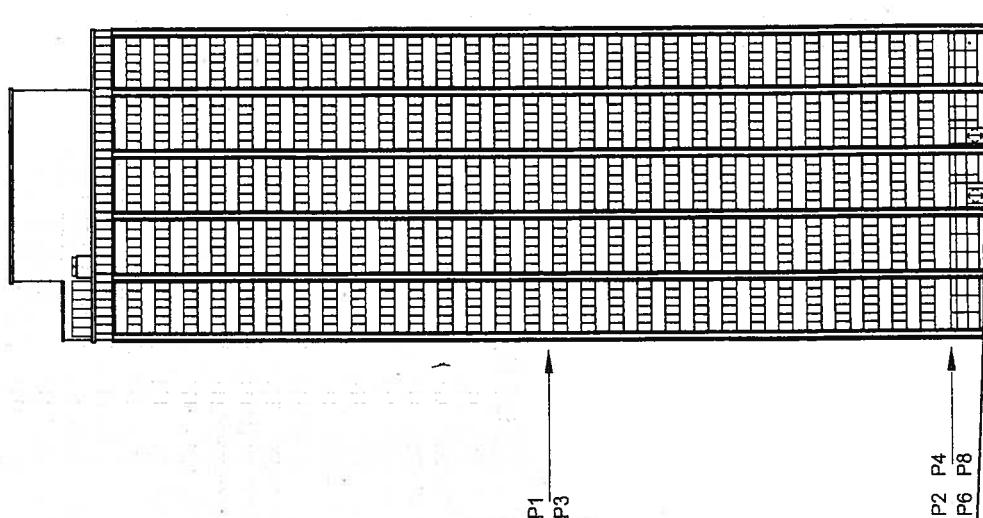
D8-33







Fidelity Union Life Tower

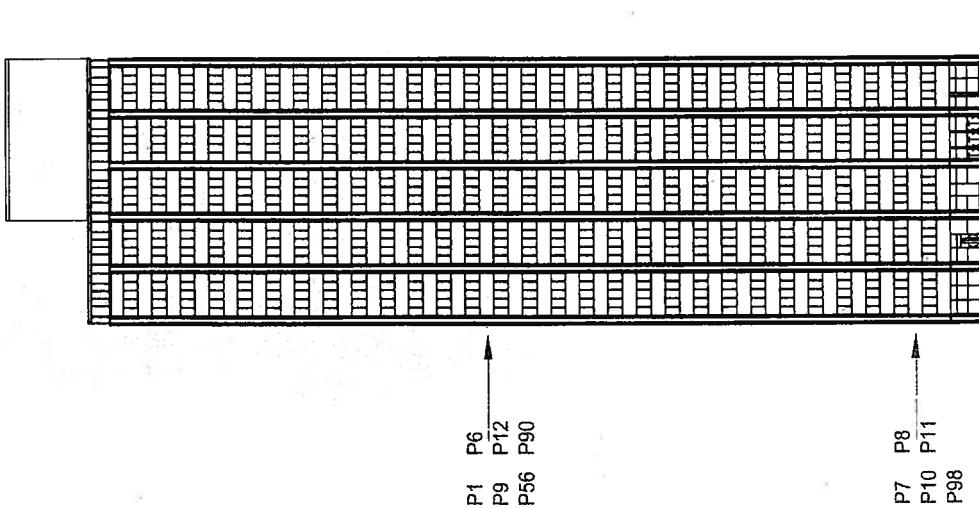
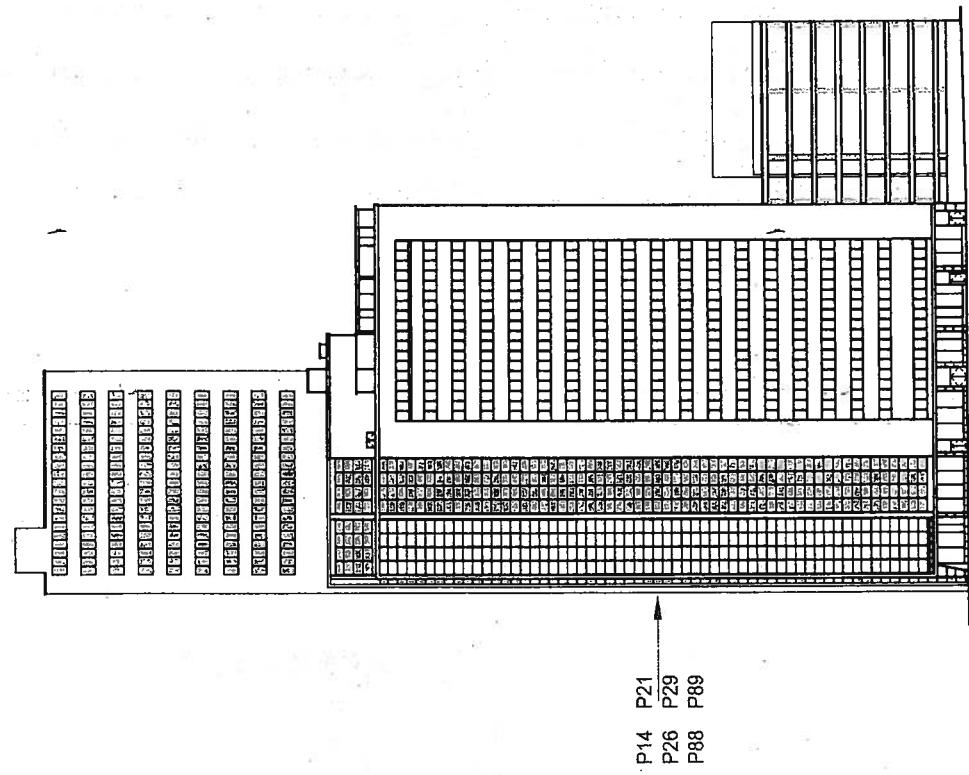


D8-37

PART 2 CERTIFICATION
APPLICATION PHOTO GUIDE
SOUTH ELEVATION • BRYAN ST.
NTS
(01)

PART 2 CERTIFICATION
APPLICATION PHOTO GUIDE
WEST ELEVATION • TOWER
NTS
(02)

PART 2 CERTIFICATION
APPLICATION PHOTO GUIDE
WEST ELEVATION • TOWER
NTS
(03)



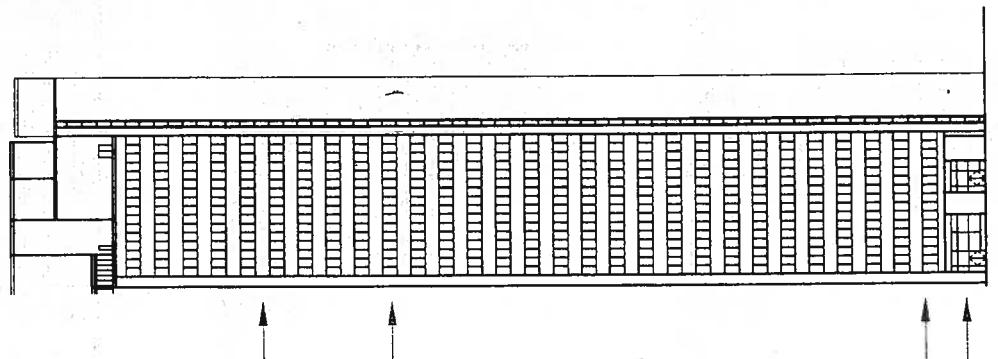
D8-38

PART 2 CERTIFICATION
APPLICATION PHOTO GUIDE
SOUTH ELEVATION • PACIFIC ST.

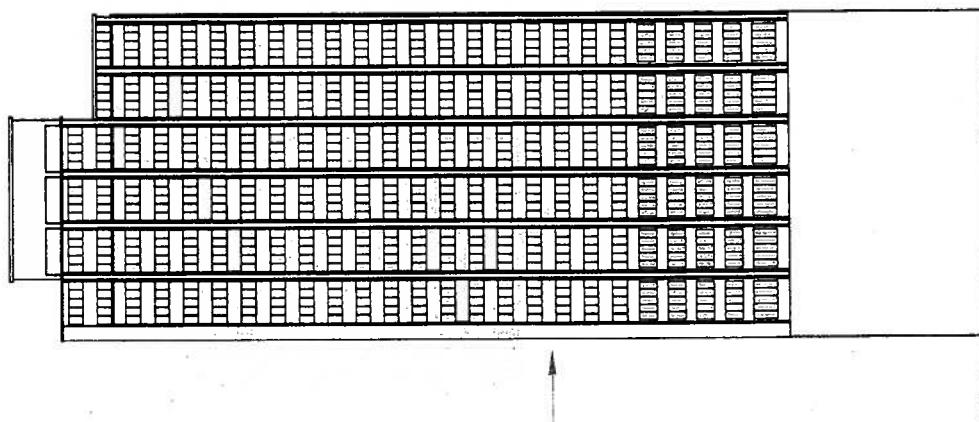
PART 2 CERTIFICATION
APPLICATION PHOTO GUIDE
EAST ELEVATION

(②)

NTA



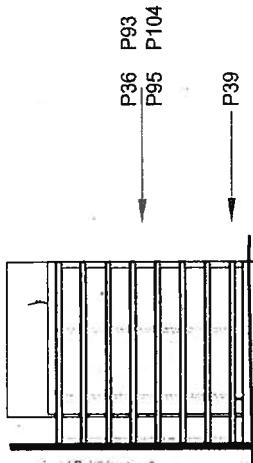
P7
P18
P20



PART 2 CERTIFICATION
APPLICATION PHOTO GUIDE
NORTH ELEVATION
(01)
NTS

PART 2 CERTIFICATION
APPLICATION PHOTO GUIDE
SOUTHEAST ELEVATION
(02)
NTS

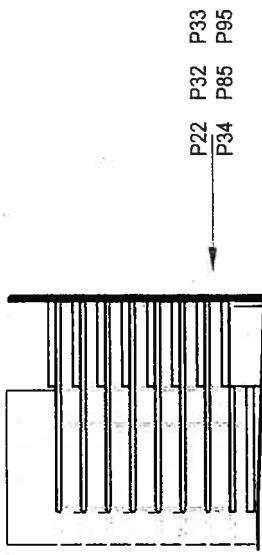
D8-39



PART 2 CERTIFICATION
APPLICATION PHOTO GUIDE
⑩ EAST ELEVATION - PARKING GARAGE
NTS

P36 P93
P95 P104

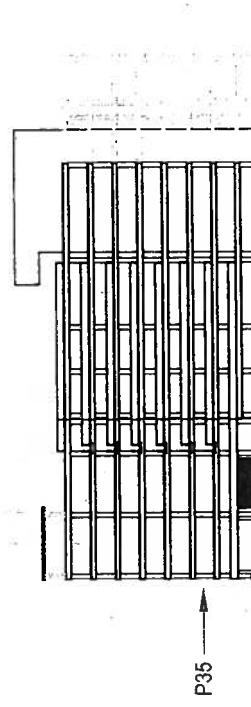
P39



PART 2 CERTIFICATION
APPLICATION PHOTO GUIDE
⑪ WEST ELEVATION - PARKING GARAGE
NTS

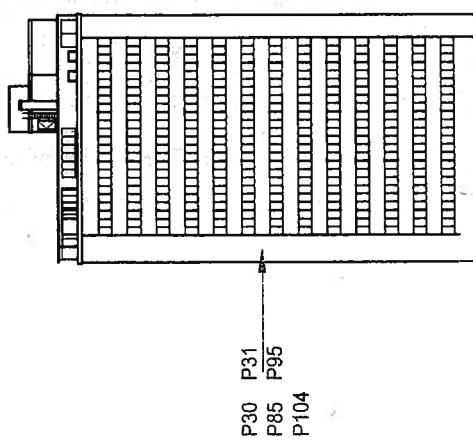
P22 P33
P34 P85 P95

P22 P32 P85
P104 P105



PART 2 CERTIFICATION
APPLICATION PHOTO GUIDE
⑫ NORTH ELEVATION - PARKING GARAGE
NTS

P35



PART 2 CERTIFICATION
APPLICATION PHOTO GUIDE
⑬ NORTH ELEVATION - BUILDING
NTS

P30 P95
P85 P104

D8-40

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

1. NAME OF PROPERTY

HISTORIC NAME: Shiels, Thomas, House

OTHER NAME/SITE NUMBER: Phase IV-East Dallas DAL/DA 594

2. LOCATION

STREET & NUMBER: 4602 Reiger Avenue

NOT FOR PUBLICATION: N/A

CITY OR TOWN: Dallas

VICINITY: N/A

STATE: Texas CODE: TX COUNTY: Dallas

CODE: 113 ZIP CODE: 75246

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 statewide x locally. (See continuation sheet for additional comments.)



Signature of certifying official

14 Feb. 1995

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:

Signature of the Keeper

Date of Action

- | | | |
|--|-------|-------|
| <input type="checkbox"/> entered in the National Register | <hr/> | <hr/> |
| <input type="checkbox"/> See continuation sheet. | <hr/> | <hr/> |
| <input type="checkbox"/> determined eligible for the National Register | <hr/> | <hr/> |
| <input type="checkbox"/> See continuation sheet. | <hr/> | <hr/> |
| <input type="checkbox"/> determined not eligible for the National Register | <hr/> | <hr/> |
| <input type="checkbox"/> removed from the National Register | <hr/> | <hr/> |
| <input type="checkbox"/> other (explain): _____ | <hr/> | <hr/> |

5. CLASSIFICATION

OWNERSHIP OF PROPERTY: Private

CATEGORY OF PROPERTY: Building

NUMBER OF RESOURCES WITHIN PROPERTY:	CONTRIBUTING	NONCONTRIBUTING
	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: Historic and Architectural Resources of East and South Dallas, Dallas County, Texas

6. FUNCTION OR USE

HISTORIC FUNCTIONS: DOMESTIC: Single Dwelling

CURRENT FUNCTIONS: DOMESTIC: Single Dwelling

7. DESCRIPTION

ARCHITECTURAL CLASSIFICATION: LATE 19TH AND EARLY 20TH CENTURY MOVEMENTS:
Craftsman

MATERIALS: FOUNDATION Brick

WALLS Wood: weatherboard

ROOF Asphalt

OTHER Wood: shingle; Glass

NARRATIVE DESCRIPTION (see continuation sheet 7-5).

8. STATEMENT OF SIGNIFICANCE

APPLICABLE NATIONAL REGISTER CRITERIA

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

CRITERIA CONSIDERATIONS: N/A

AREAS OF SIGNIFICANCE: Architecture

PERIOD OF SIGNIFICANCE: 1906

SIGNIFICANT DATES: 1906

SIGNIFICANT PERSON: N/A

CULTURAL AFFILIATION: N/A

ARCHITECT/BUILDER: unknown

NARRATIVE STATEMENT OF SIGNIFICANCE (see continuation sheets 8-6 through 8-7).

9. MAJOR BIBLIOGRAPHIC REFERENCES

BIBLIOGRAPHY (see Section I).

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:

10. GEOGRAPHICAL DATA

ACREAGE OF PROPERTY: less than one acre

UTM REFERENCES		Zone	Easting	Northing	Zone	Easting	Northing
		1 14	709080	3630420	3 ##	#####	#####
		2 ##	#####	#####	4 ##	#####	#####

VERBAL BOUNDARY DESCRIPTION (See continuation sheet 10-8)

BOUNDARY JUSTIFICATION Nomination includes all property historically associated with the property.

11. FORM PREPARED BY (with assistance from Dwayne Jones, THC)

NAME/TITLE: Daniel Hardy/Terri Myers

ORGANIZATION: Hardy-Heck-Moore **DATE:** 7/91; 9/94

STREET & NUMBER: 2112 Rio Grande Street **TELEPHONE:** (512) 478-8014

ADDITIONAL DOCUMENTATION

CONTINUATION SHEETS

MAPS

PHOTOGRAPHS

ADDITIONAL ITEMS

PROPERTY OWNER

NAME Craig Mielke

STREET & NUMBER 713 N. Carroll Avenue **TELEPHONE** N/A

CITY OR TOWN Dallas **STATE** TX **ZIP CODE** 75246

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

7 5
Section number _____ Page _____

Thomas Shiels House
Historic and Architectural Resources of
East and South Dallas - Dallas Co., TX

Description

The Thomas Shiels House at 4602 Reiger Avenue is a 2 1/2-story, frame, domestic building with an asymmetrical plan and a multi-hipped roof. Stylistically, the house is a hybrid, incorporating features characteristic of the Queen Anne, Craftsman and, to a lesser extent, Prairie School styles. The walls are finished with wood, and the roof has asphalt shingles. The facade is distinguished by its overall asymmetrical massing and the 1-story porch extending to the west side. The Shiels House is in E.H. Ray's Addition, a predominantly residential area with mostly 2-story frame houses built between 1902 and 1915. The house faces northwest onto Reiger Avenue on a corner lot. The surrounding grounds are well-maintained with modest amounts of landscaping. The Thomas Shiels House is in very good condition and retains much of its historic character and integrity. There are no major exterior alterations.

The Shiels House sits on a level lot slightly higher than street grade. Concrete sidewalks are set back from and parallel to the streets except for the concrete sidewalk extending from the street to the front porch. Large deciduous trees are to the east and west of the house. The house rests on a pier-and-beam foundation, probably built of brick and wood. The house is of wood-frame construction with exterior walls finished with wood drop siding and shingles. The roof, which has a small gabled dormer and brick chimney on the west side, consists of a series of steeply pitched hipped roofs.

The Shiels House faces northwest onto Reiger Avenue displaying a variety of architectural detailing and influences. The porch, an early alteration, has a strong and heavy horizontal emphasis (characteristic of the Prairie School style) that contrasts with the vertical massing and lines of the main body of the house. Broad, squat wood columns resting on brick pedestals support the hipped roof over the porch. The extended porch eaves are supported by heavy brackets that are reflective of Craftsman architecture. The asymmetrical massing of the front, with its stepped configuration, is indicative of Victorian-era traditions. The cutaway corners at the base of the front wing and the variety of materials used on the exterior are typical Queen Anne-style features. A particularly noteworthy architectural detail is the shingled horizontal band that extends along the top of the second floor. This band of staggered wood shingles continues to the other walls and is interrupted by window openings that extend partially into it. Many of the architectural details seen on the front are echoed on the other elevations.

The only outbuilding on the property is a relatively new garage that, because of its age and dissimilar materials and design, is considered to be a noncontributing element.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

8

6

Section number _____ Page _____

Thomas Shiels House

Historic and Architectural Resources of
East and South Dallas - Dallas Co., TX

Significance

The Thomas Shiels House at 4602 Reiger Avenue exhibits a noteworthy combination of late 19th- and early 20th-century architectural styles and includes Queen Anne, Craftsman, and Prairie School features. The house was built ca. 1906 and dates from the earliest years of East Dallas' most prolific period of residential construction (1903-1929). It is one of the most intact early dwellings that has survived subsequent redevelopment efforts in the area, insensitive alteration or substantial deterioration. It is nominated to the National Register under Criterion C in the area of Architecture and associated with the historic context, The Development of East and South Dallas: 1872-1945.

An invigorated local economy that followed nearly a decade (1893-1903) of economic and construction stagnation in Dallas, prompted renewed real estate and streetcar development throughout the city, particularly in East Dallas. In its initial development period (1879-1893) the eastern section of old East Dallas was subdivided into large, half- and quarter-block estates for elegant country homes. When the economy began to revive in the first years of the 20th century, East Dallas experienced intense building activity. By 1906, impressive Classical Revival houses lined Swiss and Ross avenues, while in the southern reaches of the region, along Elm and Alcalde streets, modest frame cottages were erected for working-class families. Between the two extremes, along Victor, Reiger, Junius and Worth streets, scores of 1 1/2- and 2-story frame houses, such as the Shiels House, were constructed for middle-class families. The Shiels House is an excellent example of the type of single-family residence that marked the second phase of East Dallas' development, when many elaborate old Victorian estates were replaced with less ostentatious, yet substantial dwellings.

Thomas Shiels was typical of the residents of Reiger Avenue in the first two decades of the 20th-century. He was vice-president of Citizens Planing Mill, which produced custom woodwork, doors, sash and interior finish, in ca. 1906, the year his house was built. By 1920, Shiels and his brother formed their own company, Shiels-Stacy-Shiels, and they advertised themselves in the Dallas city directory as manufacturers of high-grade mill work and interior finish. In fact, a number of builders and architectural craftsmen constructed homes for themselves in East Dallas in the 1910s and 1920s that reflected the architectural styles and practices of their day. Shiels' neighbors on Reiger Avenue included Didaco Bianchi (4503 Reiger), a partner in an architectural cast stone company, and John Knott (4502 Reiger), a building contractor. Both houses are extant. Shiels probably contracted or oversaw the construction of his own house.

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

**National Register of Historic Places
Continuation Sheet**

8

7

Section number _____ Page _____

Thomas Shiels House

Historic and Architectural Resources of
East and South Dallas - Dallas Co., TX

One of the earliest houses on Reiger Avenue, the Shiels House is also one of the most intact and best-maintained. The house stands today as an exceptional example of an eclectic East Dallas house whose builder's skill, dedication to quality construction and craftsmanship is evident in its current condition and appeal. The Shiels House is indicative of the change that took place in domestic architectural tastes during the early 20th century. It features an asymmetrical massing and Queen Anne style detailing that was popular during the late 19th and early 20th centuries. On the other hand, the porch incorporates elements of the Prairie School and Craftsman architecture, that were beginning to gain widespread acceptance in Dallas and much of the rest of the state and nation during the early 20th century. Research has not been able to confirm if the porch is original; however, Sanborn maps of 1922 reveal a porch with the same configuration. Consequently, if the porch is an alteration, it is significant and is considered to be part of the building's physical and architectural evolution. Today, the Shiels House retains much of its historic integrity and character.

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

**National Register of Historic Places
Continuation Sheet**

10 8
Section number _____ Page _____

Thomas Shiels House
Historic and Architectural Resources of
East and South Dallas - Dallas Co., TX

VERBAL BOUNDARY DESCRIPTION

Beginning at a point at the eastern corner of Reiger Avenue and Colson Street, proceed northeast along Reiger Avenue for 80 feet. Then, turn southeast and proceed 160 feet to the rear property line. Turning southwest, proceed 80 feet to Colson Street. Then turn northwest and proceed 160 feet along Colson Street to the point of origin on Reiger Avenue.

