

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

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

1. Name of Property

Historic name: Babe's Package Store

Other names/site number: Enid Finance Company Building

Name of related multiple property listing:

N/A

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

2. Location

Street & number: 220 South 3rd

City or town: Enid State: OK County: Garfield

Not For Publication: ☐ Vicinity: ☐

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this ___ 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 ___ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___national ___statewide ___local

Applicable National Register Criteria:

___A ___B ___C ___D

Signature of certifying official/Title:

Date

State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official:

Date

Title :

State or Federal agency/bureau
or Tribal Government

Babe's Package Store

Name of Property

Garfield, Oklahoma

County and State

4. National Park Service Certification

I hereby certify that this property is:

- ☐ entered in the National Register
☐ determined eligible for the National Register
☐ determined not eligible for the National Register
☐ removed from the National Register
☐ other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

Private:

☒

Public – Local

☐

Public – State

☐

Public – Federal

☐

Category of Property

(Check only **one** box.)

Building(s)

☒

District

☐

Site

☐

Structure

☐

Object

☐

Babe's Package Store
Name of Property

Garfield, Oklahoma
County and State

Number of Resources within Property

(Do not include previously listed resources in the count)

| Contributing | Noncontributing | |
|--------------|-----------------|------------|
| <u>1</u> | <u>0</u> | buildings |
| <u>0</u> | <u>0</u> | sites |
| <u>0</u> | <u>0</u> | structures |
| <u>0</u> | <u>0</u> | objects |
| <u>1</u> | <u>0</u> | Total |

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

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE---Specialty store

Current Functions

(Enter categories from instructions.)

VACANT

Babe's Package Store
Name of Property

Garfield, Oklahoma
County and State

7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT/Googie

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Glass, Concrete, Stone

Narrative Description

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

Summary Paragraph

Babe's Package Store, erected in 1959-60 at 220 South 3rd in Enid, Oklahoma, is situated east of downtown in a historically residential section, now a medical-light industry-residential section. Designed by local architect Thomas M. Rogers on a triangular lot, the building is exemplary of Googie architecture, a "Space Age" look aimed at an automobile-oriented society. The character-defining elements are a thin-shell concrete butterfly roof that has six edges, rises in a V shape to prow-like corners, and appears to float on the building's glass walls; an absence of right angles/use of oblique angles in the plan of roof and building alike; an eight-sided building footprint with all oblique angles; and exposed steel beams and columns that provide the support structure. Babe's Package Store has seen no known exterior alterations since its completion in 1960. It retains remarkable integrity of location, setting, design, materials, workmanship, feeling, and association.

Babe's Package Store
Name of Property

Garfield, Oklahoma
County and State

Narrative Description

Babe's Package Store is a small commercial building constructed in 1959-60 at 220 South 3rd in Enid, Oklahoma, east of downtown. The setting was once residential (before the building's construction) but is now medical–light industry–residential. The design, executed by Enid architect Thomas M. Rogers, is Googie, a Neo-Expressionist interpretation that created the 1950s "Atomic Age" and "Space Age" look in commercial buildings. The character-defining elements include, but are not limited to, unconventional, often cantilevered, roofs; "floating" roofs atop walls that comprise sheets of glass; odd wall angles (both horizontal and vertical, with rare use of a standard 90 degree angle); unusual combinations of materials; and exposed structural elements. Babe's Package Store meets those criteria: it has a formed concrete butterfly roof (like an upside-down gable), and three of the elevations are primarily of glass, with the fourth of stacked stone. The roof floats on the glass walls, and the roof-wall junctions and wall-to-wall junctions are generally at oblique angles. Nothing in the building is "squared up" in a traditional construction sense. The roof is supported by an exposed structure of steel columns and beams. The building's long axis is oriented north and south along South 3rd Street.

The building has a symmetrical, thin-shell concrete "butterfly" roof (built around a metal armature), and it "warps" slightly, like a parabola, dipping down in the center in the east, dipping even lower in the west elevation, and rising to high, prow-like peaks (of slightly unequal heights) in the north and south. Seen from above, the roof is the outline of a butterfly's wings (adding another aspect to the term "butterfly roof"), and were all sides "straight," it would refer to an isosceles trapezoid. But it has six dimensions, some joined at oblique angles and others at acute angles. The "top" of the butterfly comprises two long sides oriented generally north-south, approximately 45 feet each, and joined at a 170 degree angle. The "sides" of the wings are oriented generally east-west, join the tops at an angle of 70 degrees, and are approximately 28 feet in length. The sides join the bottoms of the wings at a 110 degree angle, with the bottoms oriented generally north-south. The two parts, which have a slight bend, measure roughly 30 feet each. Thus the total outside roof measure is 90 feet north-south (across the east/primary elevation) by 28 feet east-west (across the north and the south elevations alike), and 60 feet north-south (across the west/rear elevation). In the center of the west elevation the roof has a tail-like drain, and in the east elevation the roof extends eight feet out over a sidewalk. All around the outer margin on the underside of the roof are regularly placed round vent holes that apparently serve to keep the roof from "kiting" up from the building in a high wind.

The building's footprint is considerably smaller than the expanse of the roof. Rather than a traditional rectangle, the footprint is an eight-sided figure. But it is not an octagon; it is "faceted," has no truly "opposite" sides, has no right angles at all, and has wall-joint angles that are oblique (greater than 90 degrees; generally they are 170 degrees).

Babe's Package Store

Name of Property

Garfield, Oklahoma

County and State

East elevation:

The east (primary) elevation faces South 3rd Street. There is a 15-foot-deep area of paved perpendicular parking between the building and the street, a curb, and an 8-foot-deep concrete sidewalk between the curb and the building. Seen from the ground, viewer looking west, the roof of the east elevation forms a broad, horizontal vee (V) shape, with the center being 10 feet above grade and the V angling upward at approximately 20 degrees to a height of roughly 17 feet on north and south, at the peaks, and extending out for approximately 20 feet past the building's north and south walls. It extends out eight feet to shelter the sidewalk. At the north end of the elevation wall, in the center, and at the south end of the wall, a six-inch steel post supports the roof. The three posts are exposed between sections of window framing.

The east wall is not flush across its length; it actually has two "sides," each measuring 25 feet north-south. They meet in the center at a 170 degree angle (more or less), so that the wall's center projects slightly in the middle and the building is deepest, east to west, at this junction. Along its base, the wall comprises a two-foot to three-foot-high by one-foot-thick, random-stacked stone stem wall that carries the rest of the wall, which entirely comprises slabs of glass set in thin aluminum framing. There are four vertical sections of glass on each side, and each section has two parts, a square lower sheet and an upper sheet whose top edge is slanted to fit the roof as it rises toward the peak, so that the upper plates become progressively taller as they move away from the center. The walls, including window sections and rock wall, are 10 feet in height at the center, and at the north and south corners of the building they are approximately 14 feet high.

North elevation:

The north elevation might be considered the "secondary," as it is the most visible to traffic on East Maine, north of the property. The north elevation also has two "sides," each a glass wall measuring 9.5 feet wide, including the six-inch support post on the east and not including the one-foot-thick rear (west) wall, made of stone. In this elevation the wall is entirely glass, set on grade. The east side of the north wall is taller than the west side, because the roof dips lower toward the west side. Again, the bottom glass sections have square corners, but the top edges of the upper sections follow the line of the roof. The sides are joined in the center at an extremely oblique angle, so that the center projects out a few inches further to the north than building's corners. An aluminum glass-panel door in the east half of the wall accesses the interior and faces north-northeast, angled slightly toward the parking area.

The rock wall that forms the west elevation extends out (north) from the building's north wall for about 7 feet at a height of 7 feet. It forms the rear wall that shelters an 11-foot-deep porch area floored with flagstones. The porch has two flagstone steps down to a flagstone walk that curves toward the parking area. The west rock wall continues past the porch area and runs for approximately sixty feet toward the north, gradually becoming lower and lower in height as it approaches the sharp point of the property triangle. This extended area is a planting bed with some grassy areas. The overhanging roof, which extends approximately 20 feet into a point that is "northeast" of the north wall, forms a cover for the porch. At the property's extreme north, there is a loan company sign on a steel pole.

South elevation:

The south elevation faces on East Cherokee street, which is now closed to traffic. Like its counterpart on the north, the south elevation has two 9.5-foot-wide glass "sides," including the support post and

Babe's Package Store

Name of Property

Garfield, Oklahoma

County and State

excluding the one-foot-thick rear wall; the "sides" meet in the center at an extremely oblique angle, making the center project a little further south than the corners. Again, the east corner of the glass wall rises slightly higher than the west, following the line of the roof. An aluminum glass-panel door in the east half of the wall provides access to the interior and faces south-southeast, angled slightly toward the parking area. The glass wall is on grade.

Outside the door, there is a 7-foot-deep flagstone-floored porch, but in this elevation the porch is a step down from the sidewalk, and there is no additional patio area. A wooden railing protects the steps. The west wall extension, about 7 feet tall, provides a windbreak, extends for seven feet south from the building, and stops. In the area south of the building, the property has a large tree and a grassy area that extends to East Cherokee street, which is the base of the property triangle.

West elevation:

The west elevation is the rear of the building. This wall, created entirely of random-stacked rock, is also in two sections, one of 24 feet and one of 25 feet in width, joined slightly off-center in an oblique angle. This off-center placement assists in creating the slight curvature in the roof: the roof dips down in the center at a lower height than it does on the east side, and a distance view of the roof shows that it is "racked" into a parabola. The wall height is generally consistent at 7 feet across its length north and south. The center is concealed by the lowest point of the roof (with the tail-like drain spout), and the roof slowly angles upward toward the north and south corners. At the farthest points, the space that is left between wall and roof is filled with a narrow, triangular section of glass. Visible also are square steel I-beam support posts that rise out of the rock wall and extend to the bottom of the roof. In the right-hand (south) side, an opening in the wall for an original doorway is now filled with beadboard-like paneling (inside, a wooden slab door is still in place in the opening). There is also utility conduit on the wall. A furnace vent rises from the roof, north of center.

On the ground behind the west elevation is an HVAC compressor, and a pole rises above the roof to position a television antenna. On this side of the building, the ground is grassy and flat for about ten feet and drops suddenly down to Railroad Street, which is closed to traffic.

Interior:

The building's interior is almost entirely open. The floor is concrete, and the underside of the building's concrete roof is exposed, providing the ceiling. A half-dozen fluorescent lighting fixtures are suspended from it. The stacked-rock footing is visible, as is the rock wall that spans the entire west wall. In the north "half" of the interior, a small room has been partitioned; it is unfinished but has two openings for doors. The tops of the partition walls follow the roofline. There is no indication of any plumbing placement. A furnace vent on the west side of the roof would seem to indicate that a heating unit may be inside the small room. There is no indication of any historical subdivision of the interior.

Babe's Package Store has seen few if any exterior alterations since its completion in 1960. It retains remarkable integrity of location, setting, design, materials, workmanship, feeling, and association and embodies many of the most significant physical characteristics of Modern Movement/Googie architecture.

Babe's Package Store

Name of Property

Garfield, Oklahoma

County and State

8. Statement of Significance

Applicable National Register Criteria

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

- ☒ A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B. Property is associated with the lives of persons significant in our past.
- ☒ C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

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

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

Babe's Package Store

Name of Property

Garfield, Oklahoma

County and State

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

Babe's Package Store, at 220 South 3rd Street Enid, Garfield County, Oklahoma, is locally significant for its architecture and is eligible for listing in the National Register of Historic Places under Criterion A, for Social History. The building illustrates a pattern of change in the Social History of Enid, Oklahoma, that came with the end of statewide Prohibition and the arrival of retail liquor outlets in September 1959. Erected in 1959-60, it is also eligible under Criterion C, Architecture, for the significance of its 1960 Modern Movement/"Googie" design, exemplifying the primary character-defining elements of that style within Neo-Expressionism. These include a thin-shell concrete butterfly roof that has six edges, rises in a V shape to prow-like corners, and appears to float on the building's glass walls; an absence of right angles/use of oblique angles in the plan of roof and building alike; an eight-sided building footprint with all oblique angles; and exposed steel beams and columns that provide the support structure. Designed by local architect Thomas M. Rogers, Babe's is one of Enid's few examples of commercial style Googie buildings, among a large number of other mid-twentieth-century Modern Movement examples. Babe's Package Store retains excellent integrity of location, setting, design, materials, workmanship, feeling, and association, and is well able to visibly express its significance in 1960 in the Social History and Architecture of Enid.

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

Babe's Package Store, constructed in 1959-60 at 220 South 3rd Street Enid, Garfield County, Oklahoma, is locally significant and eligible for listing in the National Register of Historic Places under Criterion A, because it illustrates an important pattern of change in the Social History of Enid, Oklahoma, and under Criterion C, Architecture, for its locally unusual Neo-Expressionist interpretation called "Googie" design from 1960. In this it is unique among its age group of mid-twentieth-century Modern Movement commercial examples in Enid.

The former Babe's Package Store building is situated in a medical-light industry-residential district immediately east of downtown Enid. The small glass-and-stone building was erected in 1959-60 on Block 29 of Original Town of Enid. Block 29 is a very small triangle of land, with South 3rd Street on its east, Railroad Street on its west, and East Cherokee on its south (a closed street). The sharp point of the triangle lies immediately south of East Maine, a heavily traveled artery accessing downtown Enid from large east-side residential districts. Across Railroad Street from the building are the railroad tracks. South and east, the vicinity historically comprised light industrial buildings, which persists between 3rd and the tracks both north and south of East Maine. However, a new medical district, with clinic buildings, as well as vacant lots, now extends for several blocks to the east of 3rd and includes St. Mary's Regional Health Center. Residential areas begin four blocks east on both sides of East Maine. The setting has changed over time but has become more, rather than less, busy.

The small, triangular lot that now carries the historic Babe's Package Store building began life as an out-of-the-way residential lot. Owned from 1947 through 1960 by Morris Singer, a local

Babe's Package Store

Name of Property

Garfield, Oklahoma

County and State

entrepreneur and a co-owner of Singer Metals, Inc., the lot had a small frame house, which was intermittently rented.¹ In 1959 Singer spied an opportunity to cash in on a major trend in Oklahoma history—the end of Prohibition. His odd-shaped piece of property would become the site of a liquor store, one of Enid's first.

Social History Significance:

Prohibition (and efforts to repeal it) represents a major theme in the state's history, affecting every town and city. A campaign against the manufacture and sale of liquor had persisted in Oklahoma from the time of 1907 statehood throughout the twentieth century. Anti-booze sentiment was a hallmark of the Progressive Movement. Both it and the Women's Rights Movement and the Woman's Christian Temperance Union had a wide-ranging impact on society at large in the United States as well as in towns and cities in Oklahoma Territory and the Indian Nations. Liquor was illegal in many places before national Prohibition, and bootlegging became big business in the world of illicit commerce in Oklahoma as elsewhere. The Eighteenth Amendment nationally codified the illegal status of liquor everywhere in the nation. The battle for and against prohibition was contentious, even acrimonious, and the concomitant law-enforcement requirements were always an issue. In this, Prohibition paralleled the rural-urban divide, and it also represented a conservative-liberal divide in politics as well as in religion. The experiences of the Great Depression of the 1930s, increasing population mobility due to the automobile, and popular culture venues like the movies, however, worked to create a normative shift in social relations. Nationally, the Prohibition Movement began to disintegrate as a cultural force, and in 1933 Prohibition was overturned with the ratification of the Twenty-first Amendment.²

The norm shifted much more slowly in Oklahoma, and despite national repeal, Prohibition continued to be the law of the Oklahoma land. Nevertheless, social attitudes were changing in Oklahoma too. Population movements before and after World War II served to bring about a more varied (perhaps cosmopolitan) and mobile national population, in terms of "world" experience, social views, and church membership. The national population became more urban than rural in 1920; in the Sooner State, however, that distribution did not shift until the 1940s, as revealed in the 1930–50 censuses. In the end, the national normative shift of the 1920s and 1930s now became reality in 1950s Oklahoma society. In the 1910-30 period Enid had been primarily a regional agricultural and transportation hub, but the petroleum industry and a World War II-era air force base, which became permanent, brought new people and helped engender new attitudes by the 1950s. Enid grew from slightly more than 28,000 in 1930 to 38,859 in 1960.

The prohibition debate ended (for the most part) in Oklahoma in 1959 when a petition successfully placed it on a referendum ballot for April 7, 1959. On that date, the voting public approved the sale of "packaged liquors" by a vote of 396,845 to 314,480. That action was soon followed by legislation for a Liquor Control Act, which set up a system to regulate the production and sale of alcoholic beverages (liquor by the drink remained unavailable until 1984).³ The new

¹ Sanborn Fire Insurance Map, Enid, Oklahoma, 1930/corrected to 1947.

² See Kenny L. Brown, "Progressive Movement," Tally D. Fugate, "Woman's Christian Temperance Union," and Linda Wilson, "Women's Movement," in *Encyclopedia of Oklahoma History and Culture*, accessed online at www.okhistory.org/encyclopedia, 21 December 2016.

³ Jimmie L. Franklin, *Born Sober: Prohibition in Oklahoma, 1907-1959* (Norman: University of Oklahoma Press, 1971), 194.

Babe's Package Store

Name of Property

Garfield, Oklahoma

County and State

liquor law was greatly anticipated, and before and after the election the Enid newspapers carried myriad advertisements for all kinds of "adult beverages," some ads even covering an entire page. As historian Jimmie Franklin has noted, "An entire era in Oklahoma's social and political life had been ushered out, and a new business ushered in." In advance of legislation, individuals all around the state began leasing or buying property and renting or constructing retail outlets that could be put into operation as soon as the law went into effect. That would be on September 1, 1959. Between July 1 and September 1, 1959, statewide, the State granted 473 licenses for package sales; in Enid, there were thirteen.⁴

In Enid, as elsewhere, repeal's proponents (and business people) enthusiastically heralded the end of prohibition. At 10 a.m. on the morning of September 1, six liquor stores were ready to open their doors. One such establishment, located downtown, reported that 41 sales took place in the first twenty-five minutes of operation.⁵ A total of \$5,200 in beer, wine, and hard liquors (it was cheaper sixty years ago) were purchased that day by the time the stores closed.⁶

The building located at 220 South 3rd was one of seven outlets that were not quite completed or for which owners were still stocking shelves and therefore not ready to open on September 1. The building permit for 220 South 3rd was issued in August 1959⁷ to the property owner, Morris M. Singer, a local industrialist in the pipe and metals business.⁸ He employed noted local architect Thomas M. Rogers to design a store to fit on the small lot. Interestingly, the primary structural materials---six-inch steel pipe, 12-inch I-beams, and rebar for the roof armature (and perhaps the concrete as well), would have been available through the family's business. As far as may be determined, the building was constructed in 1959-60; In July 1960 it was listed in the telephone book as "Singer's Drive-In Liquor Store."⁹ It faced east, toward the industrial properties, and its design, primarily of glass walls on three sides, was highly visible to traffic on East Maine as people drove in and out of downtown Enid. In mid-December 1960 Singer sold his operation to Enid businessman Marrion "Babe" Stekoll,¹⁰ who was also in the pipe and metals

⁴ Ibid. (quotation), 194; *Enid Daily Eagle*, 1 September 1959, 1 July 1960. Liquor ads in Enid newspapers often mentioned the coming of liquor stores and indicated when that type of beverage would become available. Lone Star beer, for instance, had trouble setting up a wholesale connection and its arrival was delayed by six months or so. At the time liquor stores were allowed to open, there were no wholesale liquor distributors in Enid (*Enid Daily Eagle*, 2 September 1959). See also *Enid Morning News*, 8, 11, 12, and 24 July 1959, 6 August 1959, and 1 September 1959.

⁵ *Enid Daily Eagle*, 1 September 1959.

⁶ Ibid., 2 September 1959.

⁷ Building Permit for retail store, Enid City Planning Office, issued August 1959 to Morris Singer; *Enid Morning News*, Building Permits, 11 August 1959.

⁸ Singer was a younger member (nephew) in a large extended family of Russian Jewish (Ukrainian) immigrants who had established Singer Steel and Metal Co. (steel fabricators) and Singer Pipe and Supply Co. (oilfield materials), based in Enid (from circa 1915) with a yard in Tulsa (after 1925). Morris Singer, also born in Russia, was by 1960 company's president. Singer family documentation is to be found online at www.ancestry.com in the U.S. Immigration and Naturalization Records and U.S. Censuses of 1920, 1930, and 1940; Singer company history may be traced through R. L. Polk's *City Directory of Enid, Oklahoma*, 1915-65 and R. L. Polk's *City Directory of Tulsa, Oklahoma*, 1925-65.

⁹ Southwestern Bell Telephone Book, Enid, Oklahoma, July 1960; Alphabetical Section, July 1961, Classified Section.

¹⁰ Marrion "Babe" Tulsa-born Stekoll was a member of another Russian Jewish immigrant family (Latvian), one that had started Tulsa Pipe and Junk Co. in Tulsa circa 1915 and parlayed it into an oilfield supply and petroleum production operation. Marrion Stekoll purchased Southwestern Pipe and Metals Corp. in Enid circa 1955. Stekoll family documentation is to be found online at www.ancestry.com in U.S. Censuses of 1920, 1930, and 1940; Stekoll company history may be traced through R. L. Polk's *City Directory of Enid, Oklahoma*, 1957-68 and *City Directory of Tulsa, Oklahoma*, 1917-65. See also obituary "Marrion 'Babe' Stekoll," *Fort Worth Star Telegram*, 24 May 1996.

Babe's Package Store

Name of Property

Garfield, Oklahoma

County and State

business. At the time Babe's was built and then obtained by Stekoll, it was one of seventeen local liquor stores. The Stekolls renamed it "Babe's Package Store," and it so remained until 1968, a year in which it was one of eighteen liquor stores in the city. Stekoll closed Babe's in 1968 and periodically leased the building until 1972. He then sold the property, and Enid Finance Corporation occupied it for three decades.¹¹

The building at 220 South 3rd served as a retail package liquor store from its 1960 date of completion through 1968, when its usage and occupancy changed. It still stands as a memorial to a significant normative shift in Enid's social history, the end of Prohibition.

Architectural Significance:

Enid, Oklahoma, is noted for having a large number of examples of Modern Movement architecture in a variety of styles both residential and commercial. The small commercial building at 220 South 3rd Street is unique in the city for exemplifying the ethic of Modern Movement/Neo-Expressionism from the 1950s and 1960s in its incarnation as "Googie" commercial architecture (the selected stylistic nomenclature for this nomination is Modern Movement/Googie). "Googie" was a pejorative (but subsequently institutionalized) term coined in 1953 to describe a futuristic-looking coffee shop in West Hollywood, California. The category includes mostly properties related to an automobile-based lifestyle of fast-food restaurants, motels, and entertainment venues. The style's main historian, Alan Hess, has described it as "modern roofs and acres of glass." Others have noted its primary hallmarks of "cantilevers, vaults, parabolas, and boomerangs."¹² The style's character-defining features include unconventional often cantilevered roofs; "floating" roofs set on walls that comprise sheets of glass; odd wall angles (horizontal and vertical, and avoiding the use of the 90 degree angle); unusual combinations of materials; and exposed structural elements.¹³

Created of glass, stone, and concrete, Babe's Package Store building, designed by Enid architect Thomas M. "Tom" Rogers, fits the Googie description. The building's primary visual characteristic is its formed, thin-shell concrete "butterfly" (upside-down gable) roof that dips down in the center of the east and west elevations and rises to high, prow-like peaks in the north and south. Seen from above, in a satellite view, the roof forms the outline of a butterfly, and it has six "sides." Looking west at the building at ground level, the east/primary elevation resembles the rear end of a 1959 or 1960 Chevrolet Impala. Although the image is an abstraction (it is "like" a butterfly, but it is not a butterfly), the feeling is organic and dynamic, as if the building were about to take off and fly. Rather than the traditional rectangle, the footprint is eight-sided. But it is not an octagon; it is faceted, a parallelogram with no opposite sides alike, no right angles at all, and

¹¹ Deed Records, Enid, Oklahoma, County Clerk's Office, Garfield County, book 209, page 112 (28 January 1947), book 283, page 432 (13 December 1960), and book 349, page 298 (29 September 1972); Southwestern Bell Telephone Book, Enid, Oklahoma, July 1961, Classified Section; R. L. Polk, City Directories of Enid, Oklahoma, 1960-68.

¹² Alan Hess, *Googie Redux: Ultramodern Roadside Architecture* (2nd ed; San Francisco, Calif.: Chronicle Books, 2004), 16; Steven Izenour, "Foreword," in *ibid.*, 10.

¹³ Marcus Whiffen, *American Architecture Since 1780* (Cambridge, Mass: M.I.T. Press, 1988), 269-70; Matt Novak, "Googie: Architecture of the Space Age," *Smithsonian* magazine, 15 June 2012. Original McDonald's restaurants are an example of Googie, as are the original hotels on the Strip in Las Vegas, including the often-photographed Stardust and MGM Grand; most have been razed.

Babe's Package Store

Name of Property

Garfield, Oklahoma

County and State

most of the other angles oblique (greater than 90 degrees, and several of 170 degrees). Three elevations—north, east, and south—are created entirely of large sheets of glass set in thin aluminum framing from grade to roof. The east elevation, although the primary, has no entrances. These are placed in the north and south walls in the part that is slightly turned toward the street. The rear/west elevation is created primarily of stacked stone with a small amount of glass at the top of the north and south ends. There is a rear entry opening, which might have been planned as a drive-up window. The stone wall that anchors the rear elevation projects past the north and south walls of the building, providing a windbreak, and the wall becomes lower and lower in height for sixty feet north and for about seven feet south. In the east elevation, stone also forms a stem wall that carries the window structure.

Except for the small partitioned room, the building's interior is almost entirely visible through the east, north, and south elevations' glass walls. As noted by Hess in *Googie Redux*, for building owners and for designers in the 1950s advertising was paramount, and so "to make a relatively small building visible to customers far down the street, the entire building was conceived as a sign to attract customers." Form is function, and Babe's Package Store was its own sign: the wares were visible to anyone passing by, and when lighted at night, the glass-walled store shouted, "I'm new, I'm Space Age! It's legal now! Come in here and buy adult beverages!"¹⁴

Enid, Oklahoma, offers a wide range of Modern Movement-style buildings dating from the 1930s forward, but none like Babe's Package Store. Because there has been no formal survey of Modern Movement architecture, evidence of Neo-Expressionist and/or Googie examples comes from the Oklahoma Landmarks Inventory or is anecdotal. Examples that generally fall into the "Space Age" Googie style include two commercial properties listed in the Oklahoma Landmarks Inventory: Apco Service Station, 1124 East Broadway (1960, architect unknown; slanted walls of sheet glass, upwardly slanted prow-like canopy over the pump bay); and the VFW Post building, 621 North Independence (1957, Tom Rogers, architect; a large, low-profile, thin-shell concrete dome with a flat-roofed extension that has a domed entryway; occupant is Veterans of Foreign Wars). One butterfly-roofed residence (address restricted) has been noted (1963, Tom Rogers, architect; the house is a split-level with separate butterfly roofs over each of two levels).¹⁵

Babe's Package Store building at 220 South 3rd in Enid is the city's prime example of the Googie ethos in Modern Movement commercial architecture. The building retains a high degree of integrity of location, setting, design, materials, workmanship, feeling, and association. Therefore, it is eligible for listing in the National Register of Historic Places as locally significant under Criterion A, for its place in Enid's Social History, and under Criterion C, for its Architecture.

¹⁴ Hess, *Googie Redux*, 42. Though Hess was addressing the issue of drive-ins, the concept is applicable to Babe's.

¹⁵ Modern Movement style, Identification Forms, Enid, Oklahoma, Oklahoma Landmarks Inventory, State Historic Preservation Office, Oklahoma Historical Society, Oklahoma City; Lynne Rostochil, "Enid Modern Architecture: A Feast for the Eyes," *Etown Magazine* [Enid, Oklahoma], August/September 2014, 16. See also Lynne Rostochil, "How Much Mod Can One Town Have: A Tour of Enid's Architectural Marvels," Parts 1 and 2, at okmod.com, accessed 21 December 2016.

Babe's Package Store

Name of Property

Garfield, Oklahoma

County and State

Additional Documentation:

Thomas M. "Tom" Rogers, a native of Avard, Oklahoma, attended the University of Oklahoma. He studied architecture under Bruce Goff, a nationally known architect whose specialty was modernism. Rogers's practice was established in Enid in the 1950s. For at least a decade he was one of only six architects in town, all of whose works included Modern Movement buildings of post-1950 styles. They were Wheeler and Wheeler ([Elbert and Norris Glenn Wheeler), Dura A. Smith, Dow Gumerson, and Frank Davies. Among Rogers's known designs in Enid, in addition to the aforementioned, are the Liberty Federal Savings and Loan building, Redeemer Lutheran Church, and Hedges Speech and Hearing Center.¹⁶

¹⁶ Sherry N. D. Emery, "Reconnaissance Survey of Indian Hills Subdivision, Enid, Garfield County, Oklahoma," prepared for City of Enid, June 2016, 92; "Tom Rogers [biographical]", online at www.okcmo.com, accessed 21 December 2016.

Babe's Package Store
Name of Property

Garfield, Oklahoma
County and State

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Brown, Kenny L. "Progressive Movement." *Encyclopedia of Oklahoma History and Culture*. Accessed online at www.okhistory.org/encyclopedia, 21 December 2016.

Building Permits, Enid City Planning Office. August 1959.

Emery, Sherry N. D. "Reconnaissance Survey of Indian Hills Subdivision, Enid, Garfield County, Oklahoma." Prepared for City of Enid. June 2016.

Enid Daily Eagle. 1-2 September 1959 and 1 July 1960.

Enid Morning News. 1 July – 30 September 1959.

Franklin, Jimmie L. *Born Sober: Prohibition in Oklahoma, 1907-1959*. Norman: University of Oklahoma Press, 1971.

Franklin, Jimmie L. "Prohibition." *Encyclopedia of Oklahoma History and Culture*. Accessed online at www.okhistory.org/encyclopedia, 17 January 2017.

Fugate, Tally D. "Woman's Christian Temperance Union." *Encyclopedia of Oklahoma History and Culture*. Accessed online at www.okhistory.org/encyclopedia, 21 December 2016.

Hess, Alan. *Google Redux: Ultramodern Roadside Architecture*. 2nd ed. San Francisco, Calif.: Chronicle Books, 2004.

Novak, Matt. "Google: Architecture of the Space Age." *Smithsonian Magazine*, 15 June 2012.

R. L. Polk & Co. City Directories of Enid, Oklahoma. Detroit, Mich.: R.L. Polk & Co., 1959-99.

Rostochil, Lynne. "Enid Modern Architecture: A Feast for the Eyes." *Etown Magazine* [Enid, Oklahoma]. August/September 2014.

Rostochil, Lynne. "How Much Mod Can One Town Have: A Tour of Enid's Architectural Marvels," Parts 1 and 2. Modblog at okcmod.com. Accessed 21 December 2016.

Sanborn Fire Insurance Map, Enid, Oklahoma. 1930 and 1930/corrected to 1947.

Southwestern Bell Telephone Book, Enid, Oklahoma. July 1960, July 1961.

Whiffen, Marcus. *American Architecture Since 1780*. Cambridge, Mass: M.I.T. Press, 1988.

Wilson, Linda. "Women's Movement." *Encyclopedia of Oklahoma History and Culture*. Accessed online at www.okhistory.org/encyclopedia, 21 December 2016.

Babe's Package Store
Name of Property

Garfield, Oklahoma
County and State

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 # _____
☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

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

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

10. Geographical Data

Acres of Property Less than one (1) acre

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|------------------------|-----------------------|
| 1. Latitude: 36.394600 | Longitude: -97.875230 |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Babe's Package Store
Name of Property

Garfield, Oklahoma
County and State

Or

UTM References

Datum (indicated on USGS map):

☐ NAD 1927 or ☐ NAD 1983

| | | |
|----------|-----------|-----------|
| 1. Zone: | Easting: | Northing: |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

Verbal Boundary Description (Describe the boundaries of the property.)

All of Lot 1, Block 29, Original Town of Enid, Oklahoma

Boundary Justification (Explain why the boundaries were selected.)

These are the legally recorded boundaries of the property as recorded in the Deed Records, Garfield County Clerk's Office, Book 209, page 112 and Book 2238, page 834.

11. Form Prepared By

name/title: Dianna Everett, consultant to City of Enid
organization: _____
street & number: 2510 Countrywood Ln.
city or town: Edmond state: OK zip code: 73012-6433
e-mail: weaver25@cox.net
telephone: 405/348-4679
date: 15 March 2017

Additional Documentation

Babe's Package Store
Name of Property

Garfield, Oklahoma
County and State

Submit the following items with the completed form:

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

Photographs

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

Photo Log

Name of Property: Babe's Package Store

City or Vicinity: Enid

County: Garfield

State: Oklahoma

Photographer: Dianna Everett

Date Photographed: 30 December 2016

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

1 of 7.

- 1 of 7. 0001 East elevation, camera facing West
- 2 of 7. 0002 East and North elevations/ north entry, camera facing Southwest
- 3 of 7. 0003 North elevation, camera facing South-Southwest
- 4 of 7. 0004 Interior, camera facing South
- 5 of 7. 0005 East elevation, South end/south entry, camera facing West
- 6 of 7. 0006 North and West elevations/rock wall, camera facing Southeast
- 7 of 7. 0007 West elevation, camera facing East

Babe's Package Store
Name of Property

Garfield, Oklahoma
County and State



Babe's Package Store
Name of Property

Garfield, Oklahoma
County and State



Babe's Package Store
Name of Property

Garfield, Oklahoma
County and State



Babe's Package Store
Name of Property

Garfield, Oklahoma
County and State



Babe's Package Store

Name of Property

Garfield, Oklahoma

County and State



Babe's Package Store
Enid, Garfield County, Oklahoma
WGS Datum 1984
Source: GoogleEarth
Date: 11 July 2015
Retrieved: 8 January 2016



© 2016 Google

Google Earth

Imagery Date: 7/11/2015 lat 36.394600° lon -97.875230° elev 1235 ft eye alt 4516 ft