United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form [AMENDMENT to NPS #79001443]

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. 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. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer to complete all items.

1. Name of Property

<table>
<thead>
<tr>
<th>Historic name</th>
<th>Standard Oil Building</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other names/site number</td>
<td>The Law Building (NeHBS #DO09: 122-1) (NPS #79001443)</td>
</tr>
</tbody>
</table>

2. Location

<table>
<thead>
<tr>
<th>Street &amp; number</th>
<th>500 South 18th Street (South 18th Street &amp; Howard Street)</th>
</tr>
</thead>
<tbody>
<tr>
<td>City or town</td>
<td>Omaha</td>
</tr>
<tr>
<td>State</td>
<td>Nebraska</td>
</tr>
<tr>
<td>Code</td>
<td>NE</td>
</tr>
<tr>
<td>County</td>
<td>Douglas</td>
</tr>
<tr>
<td>Code</td>
<td>055</td>
</tr>
<tr>
<td>Zip code</td>
<td>68102</td>
</tr>
</tbody>
</table>

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this [X] nomination [] request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property [X] meets [] does not meet the National Register Criteria. I recommend that this property be considered significant [] nationally [X] statewide [ ] locally. ( [X] See continuation sheet for additional comments.)

/s/ Michael J. Smith
Signature of certifying official

State Historic Preservation Officer
Director, Nebraska State Historical Society
State or Federal agency and bureau

September 23, 2009
Date

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

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby, certify that this property is:

[ ] entered in the National Register.
[ ] see continuation sheet.

[ ] determined eligible for the National Register.
[ ] see continuation sheet.

[ ] determined not eligible for the National Register.

[ ] removed from the National Register.

[ ] other, (explain): 

Signature of Keeper

Date of Action
5. Classification (AMENDED-See Continuation Sheet)

<table>
<thead>
<tr>
<th>Ownership of Property</th>
<th>Category of Property</th>
<th>Number of Resources within Property</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Check as many boxes as apply)</td>
<td>(Check only one box)</td>
<td>(Do not include previously listed resources in the count.)</td>
</tr>
<tr>
<td>X Private</td>
<td>X Building(s)</td>
<td>Contributing Buildings</td>
</tr>
<tr>
<td>___ Public-local</td>
<td>___ District</td>
<td>1</td>
</tr>
<tr>
<td>___ Public-state</td>
<td>___ Site</td>
<td></td>
</tr>
<tr>
<td>___ Public-federal</td>
<td>___ Structure</td>
<td></td>
</tr>
<tr>
<td></td>
<td>___ Object</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total</td>
</tr>
</tbody>
</table>

Name of related multiple property listing
(Enter “N/A” if property is not part of a multiple property listing.)
Petroleum Marketing by the Standard Oil Company (Nebraska): 1911-1939

6. Function or Use

<table>
<thead>
<tr>
<th>Historic Functions</th>
<th>Current Functions</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Enter categories from instructions.)</td>
<td>(Enter categories from instructions.)</td>
</tr>
<tr>
<td>COMMERCE/TRADE: Business</td>
<td>COMMERCE/TRADE: Business</td>
</tr>
</tbody>
</table>

7. Description (UPDATED)

<table>
<thead>
<tr>
<th>Architectural Classification</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Enter categories from instructions.)</td>
<td>(Enter categories from instructions.)</td>
</tr>
<tr>
<td>LATE 19th AND EARLY 20th CENTURY AMERICAN MOVEMENTS: Commercial Style</td>
<td>Foundation CONCRETE: reinforced</td>
</tr>
<tr>
<td></td>
<td>Walls BRICK/LIMESTONE</td>
</tr>
<tr>
<td></td>
<td>Roof ASPHALT: built-up composition</td>
</tr>
<tr>
<td></td>
<td>Other</td>
</tr>
</tbody>
</table>

Narrative Description
(Describe the historic and current condition of the property on one or more continuation sheets.)
8. Statement of Significance (AMENDED)

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.)

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

Narrative Statement of Significance
(Explain the significance of the property on one or more continuation sheets.)

Areas of Significance
(Enter categories from instructions.)

<table>
<thead>
<tr>
<th>Commerce</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Period of Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1921/22 - 1939</td>
</tr>
</tbody>
</table>

Significant Dates
1921/1922
1939

Significant Person
(Complete if Criterion B is marked above.)
Richardson, Alexander H.
Pierpont, Henry W.

Cultural Affiliation
NA

Architect/Builder
John and Alan McDonald, Architects
Vaughn & Co., Contractor

9. Major Bibliographical References (AMENDED)

Bibliography
(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):
- Preliminary determination of individual listing (36 CFR 67) has been requested
- X 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 for additional data:
- X State Historic Preservation Office
- Other State agency
- Federal agency
- Local Government
- University
- Other

Name of repository: ________________________________
10. Geographical Data (Boundary Description and Justification added—see continuation sheet)

Acreage of property

UTM References (place additional UTM references on a continuation sheet).

<table>
<thead>
<tr>
<th>Zone</th>
<th>Easting</th>
<th>Northing</th>
<th>Zone</th>
<th>Easting</th>
<th>Northing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
<td>3.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
<td>4.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Verbal Boundary Description
(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification
(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

<table>
<thead>
<tr>
<th>name/title</th>
<th>L. Robert Puschendorf, Deputy State Historic Preservation Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td>organization</td>
<td>Nebraska State Historical Society</td>
</tr>
<tr>
<td>street &amp; number</td>
<td>1500 R Street, P.O. Box 82554</td>
</tr>
<tr>
<td>city or town</td>
<td>Lincoln</td>
</tr>
<tr>
<td>state</td>
<td>Nebraska</td>
</tr>
<tr>
<td>zip code</td>
<td>68501</td>
</tr>
<tr>
<td>date</td>
<td></td>
</tr>
<tr>
<td>telephone</td>
<td>(402) 471-4769</td>
</tr>
</tbody>
</table>

Additional Documentation (SEE ORIGINAL NOMINATION)

Submit the following items with the completed form:

Continuation Sheets

Maps
A USGS map (7.5 or 15 minute series) indicating the property’s location.
A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs
Representative black and white photographs of the property.

Additional items
(Check with the SHPO or FPO for any additional items.)

Property Owner (UPDATED)
(Complete this item at the request of the SHPO or FPO.)

<table>
<thead>
<tr>
<th>name/title</th>
<th>Signa Development Services, Inc. (James J. Riskowski, principal)</th>
</tr>
</thead>
<tbody>
<tr>
<td>street &amp; number</td>
<td>10404 Essex Court, Suite 300</td>
</tr>
<tr>
<td>city or town</td>
<td>Omaha</td>
</tr>
<tr>
<td>state</td>
<td>NE</td>
</tr>
<tr>
<td>zip code</td>
<td>68114</td>
</tr>
</tbody>
</table>

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determined eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended, (15 USC 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.
Although this building was listed in the National Register of Historic Places in 1979, its original nomination has certain errors and new source documentation has been uncovered. Additional information on the significance of the Standard Oil Company (Nebraska) has since been established under the Multiple Property Documentation (MPD) Form entitled “Petroleum Marketing by the Standard Oil Company (Nebraska): 1911-1939.” This document applies a thorough context to substantiate registration requirements and evaluate the significance of properties associated with the Standard Oil Company and its operations in Nebraska. The original nomination for the Standard Oil Building in Omaha is therefore being amended under appropriate procedures for amending properties already listed in the National Register of Historic Places (36CFR60).

References are made to:

DESCRIPTION

The Standard Oil Building is located within the central business district of Omaha, Nebraska’s metropolitan-class city. The six-story office building is ell-shaped in massing containing 5,106 square feet on each floor. Its structural system is reinforced concrete. The exterior is brick and limestone. Designed as an office building in the commercial style of architecture, it housed the main office of the Standard Oil Company (Nebraska) from its completion in 1922 until 1939.

Location. At the time the building was planned, a location was selected immediately west of Omaha’s downtown commercial center. Development in the area between 16th and 24th Streets, Farnam and Leavenworth was led by actions of the city’s planning board and furthered by major public works in the area. These included the straightening of Howard Street and its extension west from 18th Street, along with grading, street improvements, and new utilities on St. Mary’s Avenue begun in the spring of 1921.1 The area saw renewed interest by Omaha realtors and the announcement of Standard Oil’s new building was among those signaling development in the area despite a business recession following World War I.1

Site. The site selected for the Standard Oil Building was the east one-third of the block bounded by 18th and 19th Streets, Howard Street, and St. Mary’s Avenue. The public improvements on St. Mary’s Avenue and the extension of Howard Street west from 18th Street offered a choice site. Standard Oil selected a property at the southwest corner of 18th Street and Howard Street, already occupied by one of their filling stations. The company subsequently built a new filling station immediately to the south of their new building (no longer extant) at St. Mary’s Avenue and 18th Street.

The building’s primary facades face 18th Street and Howard Street and are composed of face brick, limestone, and topped by a cornice. The cornice, brick, and a simplified limestone banding continue around to secondary façades on the west and south, probably attributed to the architect’s desire to provide an attractive appearance from all views, particularly from the south where the one-story, detached filling station was built.

Building. The six-story office building was constructed in 1921-1922, designed by architects John and Alan McDonald and built by Vaughn Construction Company at a projected cost of $183,000.2 The building is ell-shaped in massing containing 5,106 square feet on each floor.3 Its structural system is reinforced concrete,

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1 Omaha Sunday World-Herald, May 22,1921, page 4W:6-7; Omaha Sunday World-Herald, June 5, 1921, 7W:1-2; Omaha Sunday World-Herald, August 14, 1921, page 12N:4;
2 City of Omaha, Planning Department, Permits and Inspections Division. Building Permit #1217 dated August 17, 1921. Plans dated June 1921 on microfilm.
3 Douglas County Assessor, property tax assessment last updated April 28, 2005.
consisting of five bays running north-south, visually evident by the corresponding storefronts on Howard Street and four bays running east-west, evident from storefronts on 18th Street.

A feature described by a local newspaper while the building was under construction was:

…(t)he absence of any basement except a space large enough for the heating plant….The basement is being eliminated because the owners are convinced that the amount of money which would be used in basement construction will pay a much larger revenue if it is put on top of the building instead of underneath. Another story was added to the building as a result of elimination of a basement. Edwin S. Jewell, rental manager for George & Co., agents for the building, claims that large basements are antiques and poor revenue producers.4

The first floor storefronts were originally composed of a single plate glass window topped by a transom of three lights, the middle being operable for ventilation. The Howard Street façade consists of five storefronts; the 18th Street façade consists of three storefronts with one bay reserved as the building’s main entrance. Two of the storefronts on 18th Street were designed as secondary entrances.5 Although all the storefronts have been replaced, the original configuration has been maintained.

The first floor is clad entirely in limestone, topped by an entablature of the same. The use of limestone continues to the second floor but combines brickwork laid in patterns and limestone quoins. The second floor is again topped in a limestone entablature that carries a false balustrade of alternating panels of brick and limestone. Wrought iron balusters once adorned each window of the third floor, but have been removed. Face brick in a common bond continues from the third to sixth floor. The upper story windows were double-hung, replaced with single panes of tinted, reflective glass sometime after the building was originally listed in the National Register in 1979. The entire building is crowned with an entablature consisting of a limestone architrave, a frieze of patterned brickwork, and a bracketed cornice. The detailing of the main facades wraps around to the south leg of the ell, transitioning into simpler detail on the secondary facades facing south and west. A fire escape is located on the secondary façade on the south.

The building’s main entrance on 18th Street was originally composed of four parts, topped by a plate glass transom of three lights and a bronze grill.6 The entrance was altered in about 1953, outside the period of significance proposed in this amendment but well before the building was originally listed in 1979. The current entrance is topped in granite, which replaced the bronze grill.

When entering the main entrance, a vestibule leads to a lobby space sheathed in travertine marble and originally topped with a vaulted ceiling. The lobby and vestibule were altered in about 1953, including a suspended ceiling framed by brass panels, but the vaulted ceiling remains. A bronze mail chute is located in the lobby. The first floor contained a large banking room entered off the lobby, occupied by a long-time tenant, an

4 Omaha Sunday World-Herald, October 9, 1921, page 5W.
5 Nebraska State Historical Society, Dewell Collection, Group 32, BOOO49.
6 Building Permit #1217 dated August 17, 1921. Plans dated June 1921 on microfilm.
investment and insurance firm. Both the banking room and a second office or retail space were entered from both the lobby and exterior storefronts that once flanked the main entrance.\textsuperscript{7} The banking room contained a mezzanine.\textsuperscript{8}

From the lobby, an elevator and stairwell give access to the upper floors. According to floor plans dated 1953, corridors in the upper floors wrapped partially around the elevator and stairwell. A single men’s room was entered off the corridors and was placed behind the elevator and stairwell.\textsuperscript{9} The corridors were faced in marble trim; doors topped by operable transoms above the office doors. A feature of the building, described at the time of its construction was:

\begin{quote}
…(t)he elimination of glass partitions for corridors…Glass partitions in corridors are eliminated in an effort to obtain better looking corridors, less expensive and better lighted. Instead of glass the corridors will be solid walls with marble baseboard, canvassing to the top of the door sills. It is claimed glass corridor walls do not supply sufficient light for corridors because of the fact that bookcases, cabinets, coat racks, etc., are usually hung over the glass, thus shutting out daylight. In the absence of glass corridor walls, sufficient artificial light will be maintained at all times to keep the corridors well lighted.\textsuperscript{10}
\end{quote}

While alterations to the upper stories, windows, storefronts, and main entrance do detract from its original architectural appearance, the building retains sufficient integrity to convey its significant associations to the Standard Oil Company (Nebraska) from the time of its construction in 1921/22 through 1939.

\textsuperscript{7} Nebraska State Historical Society, Dewell Collection, Group 32, BOOO49. National Register of Historic Places Inventory-Nomination Form (1979), attached floor plans for first floor dated 10/29/53.
\textsuperscript{8} National Register of Historic Places Inventory-Nomination Form (1979), attached floor plans for first floor dated 10/29/53.
\textsuperscript{9} National Register of Historic Places Inventory-Nomination Form (1979), attached floor plans for fifth and sixth floors dated 10/29/53.
\textsuperscript{10} \textit{Omaha Sunday World-Herald}, October 9, 1921, page 5W.
STATEMENT OF SIGNIFICANCE

The Standard Oil Building served as the “flagship” headquarters and principal business address for the Standard Oil Company (Nebraska) from the date of its construction for the company in 1921/1922 through 1939, the year the company was purchased by the Standard Oil Company (Indiana). The building is significantly associated with the marketing policies, operations, sales, and management of the company, the preeminent marketer of petroleum products in Nebraska. The building is also significantly associated with Alexander H. Richardson and Henry W. Pierpont, two persons who served key positions as company officers, directors, and successive terms as president.

The original nomination for the Standard Oil Building in Omaha (1979) is being amended to reflect registration requirements established by the Multiple Property Documentation Form, “Petroleum Marketing by the Standard Oil Company (Nebraska): 1911-1939,” (2004). This MPD addresses the marketing operations of the Standard Oil Company (Nebraska) as it both led and responded to marketing practices, competition, and a declining position during the period that the Standard Oil Company operated as an independent company in Nebraska, 1911-1939. Registration requirements are applied to property types associated with the company’s marketing operations in Nebraska and employ an evaluation of significance to properties associated with those registration requirements.

The Standard Oil Company (Nebraska) emerged from the 1911 decree of the U.S. Supreme Court ordering the breakup of the great Standard Oil combination. Assigned marketing responsibilities with the state of Nebraska, the company held the position of Nebraska’s premier marketer of petroleum products. The post-war year of 1919 marked the beginning of Standard’s greatest expansion of distribution and marketing facilities. The 1920s witnessed the company’s expansive growth with construction of company-owned and company-operated filling stations, two new distribution plants, and its six-story, “flagship” headquarters building in Omaha. In 1921 its number of filling stations totaled 50; by 1930 Standard Oil had retail outlets in 130 Nebraska towns and built two substantial distribution plants in Hastings and North Platte.

The building is significantly associated with the marketing policies, management, operations, and sales both established or conducted by the company, Nebraska’s preeminent marketer of petroleum products. Its construction in 1921-22 represented the most significant period of growth for the company.

Historic contexts, identifying themes, geographic area, and period of associated property types define registration requirements established under the Multiple Property Documentation (MPD) Form entitled
“Petroleum Marketing by the Standard Oil Company (Nebraska): 1911-1939.”¹¹ The Standard Oil Building falls within the property type “Headquarters/Main Offices of the Standard Oil Company (Nebraska).” All property types identified in the MPD can be evaluated for significance under appropriate criteria of the National Register of Historic Places. This amendment evaluates the original nomination under the framework of the MPD, and finds the Standard Oil Building is eligible under Criterion A and B in the area of commerce. Criterion A best represents the company’s overall commercial significance, management, and marketing policies. Criterion B is applicable for person(s) associated with policy, administration, fiscal operations, and marketing practices assumed by officers, directors, agents, advisors, trustees of stockholders’ interests, and managers of the company.

The Standard Oil Building served as headquarters and principal business address for the Standard Oil Company (Nebraska), which operated as an independent company from 1911-1939. The period of significance for the Standard Oil Building is 1921/1922, the date of its construction for the company through 1939, the year the company was purchased by the Standard Oil Company (Indiana).

Historic Context

Criterion A

Since shortly after 1878 and the entry of the giant Standard Oil Company into the marketing territory of the Midwest, regional offices of the company were always housed in Omaha. During the period of significance as an independent company, 1911-1939, the company’s operations were housed at three locations: the Brandeis Building at 200 S. 16th Street, a temporary leased location at 1912 Farnam, and the headquarters building that was constructed by the company at 500 S. 18th Street. Registration requirements for Criterion A under the MPD have been applied to two of the locations occupied as headquarters of the Standard Oil Company (Nebraska); the third property is not extant.

Beginning about 1907 and shortly after the construction of the Brandeis Building in downtown Omaha, management of the Standard Oil Company (Nebraska) located its main offices at this address. The building was constructed by the Brandeis family to house the J.L. Brandeis & Sons Store, Nebraska’s preeminent department store. When completed, the department store occupied three floors and the basement. The upper five floors were leased as business and professional offices, including those of Standard Oil of Nebraska on the fifth floor. When the J.L. Brandeis & Sons department store embarked on a major expansion into the upper floors of its building, Standard Oil’s lease was terminated and the company vacated in May of 1920.

The J.L.Brandeis & Sons Building was listed in the National Register of Historic Places in 1982, citing significance for both association with the commercial enterprise of the department store and architectural merit. As such, the building has been evaluated in areas of significance unrelated to the Standard Oil Company.

Integrity of association would only be defined by the company’s occupancy as a tenant. Additionally, all evidence of the building’s association with the company’s occupancy has been compromised since all material fabric of offices were removed at the time the upper floors of the building were converted into retail space for the department store or during the building’s rehabilitation in the 1980s.

Following the loss of its lease in the Brandeis Building in 1920, Standard’s operations moved to a temporary location at 1912 Farnam. That building is no longer extant.

The company then planned a building, the first to be owned and occupied by the company. The following year, its architects had drafted plans to construct a new six-story office building at 18th and Howard Streets. The location selected for the building was immediately west of Omaha’s commercial center, an area identified by the city’s planning board for development and furthered by major public works in the area. The site for the Standard Oil Building was occupied by one of its early filling stations.

Construction began in 1921 and the building was formally opened on May 8, 1922 with a public reception featuring the broadcast of a concert via “radiophone” from the Omaha Grain Exchange transmitting station. At the time of its opening both the Standard Oil Company and other tenants occupied the building. The first floor was designed to accommodate a banking house of an investment company. A small storefront of the Standard Oil Company occupied the first floor; general offices of the company occupied the entire upper floors.\(^\text{12}\)

As the principal business address of the company from its construction in 1921/1922 through 1939 and as the company’s first permanent headquarters owned and occupied by the company, the building meets the registration requirements under **Criterion A** at the state level. The Standard Oil Building stands as the best representative property associated with the company’s important period of growth through its decline and sale in 1939.

**Historic Context**

**Criterion B**

As defined in the MPD, significance may be established through a person’s contributions to marketing policies, management, operations, or innovation. These include officers, directors, and key personnel. Two persons are significantly associated with the management and marketing practices of the company during its most important period of growth through its decline and sale. **Criterion B** has been applied to Alexander H. Richardson, who served as president of Standard Oil of Nebraska from 1917-1937 and Henry W. Pierpont, who served as president from 1937-1939. As officers, directors, and particularly by their consecutive terms of service as president, both were significantly associated with policy, administration, fiscal operations, and marketing practices of the company.

\(^{12}\) *Omaha Sunday Bee*, May 7, 1922, page 8-C.
Alexander Henderson Richardson served as president of the Standard Oil Company (Nebraska) from 1917 until his retirement in 1937, witnessing the period of the company’s most substantial entry into the marketing of petroleum products through the difficult times that eventually led to the company’s sale. A. H. Richardson entered into employment with the Standard Oil Company in 1897 as a bookkeeper, holding positions in St. Paul, Minnesota and Davenport, Iowa. He relocated to Omaha in 1905 and held a position with the Standard Oil Company, the following year incorporated in the state as a marketer of petroleum products but controlled by the Standard Oil Company (New Jersey), the giant holding company of the Standard Oil combination.13 Richardson became treasurer and assistant secretary. Richardson served as vice-president of Standard Oil of Nebraska beginning in 1911 when the U.S. Supreme Court ordered the dissolution of the Standard Oil combination and the Standard Oil Company (Nebraska) was assigned to the marketing of petroleum products in the state as an independent company. When the company entered into the retailing of oil and gasoline products through company-owned and company-operated filling stations in 1914, Richardson gained experience in the field by purchasing new sites and serving the company in other capacities. This experience probably served him well as Standard Oil entered into its most substantial period of developing its extensive network of filling stations in the 1920s.

Richardson held the position of vice-president until 1917, when he was advanced to president.14 As president he directed the company during its most important period of growth and profitably. The post-war year of 1919 marked the entry of Standard’s greatest expansion into the distribution and marketing of petroleum products in the next decade with the construction of company-owned and company-operated filling stations in about 130 towns, new distribution plants in Hastings and North Platte, and its six-story “flagship” headquarters building in Omaha.

By 1932, however, the company entered a series of losses despite an average sales volume of $5,000,000. The possibility of the company’s merger with another company was considered. Richardson retired in 1937, having struggled with five years of the company’s losses. During his long tenure with the Nebraska company, he served as an officer all but the last two years that Standard of Nebraska operated as an independent company.

Henry W. Pierpont assumed the presidency of the company after the retirement of Richardson. Pierpont, too, had a long tenure with the company, becoming secretary and treasurer of the Standard Oil Company (Nebraska) in 1919.15 Like Richardson, Pierpont also had assignments in the locating of the company’s early filling stations. Pierpont later advanced to vice president.

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As president from 1937-1939, Pierpont inherited the most serious position ever faced in the company’s history. The company’s losses in the 1930s contributed to restlessness on the part of the stockholders and led to the desire of disposing of the company’s assets or merge with some integrated company that had producing and refining capacity.16

Standard’s condition was probably well known and Pierpont received interest from a succession of companies and brokers. Finally, Pierpont solicited the interest of the Standard Oil Company (Indiana) in July of 1938. This move would have been seen as logical, since Standard of Indiana had producing and refining capacity and it and was the main supplier of petroleum products to the Nebraska company, often collaborating in marketing schemes to promote new products and services they shared. Standard of Indiana, however, expressed no interest. After repeated contacts, Pierpont issued a memorandum to Standard of Indiana stating that any company that acquired Standard of Nebraska would have exclusive rights to the Standard name and the trademark brands or trade names it had registered in Nebraska, many of which were marketed under the Indiana company as well. Pierpont’s memo apparently received attention. After a series of conferences, Standard of Indiana tentatively agreed to buy the 161,403 outstanding shares for $17.50 a share. The offer was presented to stockholders at their meeting of August 29, 1939 and the purchase was accepted.

Pierpont’s tenure of some two decades with the Standard Oil of Nebraska as officer and director of the company holds significant association with policy, administration, fiscal operations, and marketing practices of the company. Although Pierpont served only two years as president, his role in the final years of the company is particularly significant, given the major challenges he met following the company’s longstanding period of loss and the negotiation of the sale of the company. As the company’s principal representative in the sale of the Standard Oil Company (Nebraska) he subsequently held a primary role in the company’s defense against several legal challenges about the propriety of the company’s sale. One case eventually led to Nebraska Supreme Court decision in 1944 upholding the sale, further reinforcing the importance of his tenure during the negotiation and sale of the company.

The Standard Oil Building meets the registration requirements of **Criterion B** at the state level for significant association with both Richardson and Pierpont. As longtime officers, directors, and consecutive terms as president, both are significantly associated with the management and marketing practices of the company during periods of milestone periods and events in the company’s history. The building best represents both the important role of these individuals and their tenure during the company’s most important period of growth through its decline and sale.

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Geographical Data

**Standard Oil Building—Amendment**

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**VERBAL BOUNDARY DESCRIPTION**

Lot 6 and South 58.53 feet of Lot 5, Block 2, E. Kountze Reserve, an addition to the City of Omaha, being part of the North East Quarter (NE ¼) of the South West Quarter (SW ¼) of Section 22, Township 15 North, Range 13 East of the 6th P.M. in Douglas County, Nebraska.

**BOUNDARY JUSTIFICATION**

The nominated property includes the parcel historically associated with the Standard Oil Building.