

OKLAHOMA
TERRITORY

TERRITORIAL TALES

Bits of
History
Before
Statehood

INDIAN
TERRITORY

NOV 6 1982

Merchant Started Small, Grew Along With City

The name of Sidney L. Brock appears often in stories of early-day Oklahoma City. It was in January 1905 that he opened the Sidney L. Brock Dry Goods Co. in a small room in the 200 block of Main Street with a stock valued at less than \$10,000.

Within a few years he had expanded the business to a four-story building with 100 feet of frontage and unique columnated entrances that allowed 250 feet for display windows. It was reported that when he paid \$65,000 for this property it was the highest price paid for Main Street real estate up to that time.

Brock was active in the Oklahoma City Chamber of Commerce from the time of his arrival. He served as president in 1909 and 1910 when significant developments occurred to establish Oklahoma City as an industrial center and the state capital. One project was to raise a \$300,000 bonus to induce Morris & Co. to build a large packing plant that made this a major livestock marketing terminal.

Brock was a frequent contributor to magazines, having acquired a reputation as an authority on livestock. He wrote articles for the nationally circulated "Breeder's Gazette" and conducted a "Wide Awake Page" for "The Dry Goods Economist." He wrote an article headlined "The Truth About Oklahoma" for "Leslie's Weekly," a popular national newsmagazine of the times.