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A Field Guide to Gas Stations in Texas

By W. Dwayne Jones

2016 Update

By David W. Moore, Jr. and Shonda Mace



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A Field Guide to Gas Stations in Texas

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Foreword

In 2003, W. Dwayne Jones prepared the original *A Field Guide to Gas Stations in Texas* under a work authorization issued to Knight & Associates. Since then, the field guide has been a valuable tool to help professionals in the field of cultural resource management understand this distinctive building form and evaluate significance and integrity for NRHP-eligibility assessments. Moreover, the general public has embraced the field guide, and it appears frequently in internet search engines referring to gas stations and oil companies.

The field guide marked a departure from the kind of historic architectural style guide most people typically use. However, it also reflects still-evolving scholarship in the fields of architectural history and preservation, and it promotes a greater understanding and appreciation of the diverse historic built-environment that defines our collective landscape. Gas stations are an ubiquitous building type that has left an indelible mark along highways and urban roadways, yet the fundamental design and physical attributes of this form have enabled these buildings to be adapted to a myriad of new uses and functions. They remain an important and highly visible aspect of our historic architectural fabric.

Additional surveys and studies, many sponsored by TxDOT in support of proposed transportation projects, have identified new forms and types that warrant an update to the field guide. Other important and recently completed studies, such as historic resources surveys along the Bankhead and Meridian highways under the Texas Historical Commission's (THC) Historic Highway program, afforded additional opportunities to identify and analyze these kinds of resources and their locations within a roadside-related context.

The updated field guide incorporates new features, including a company branding guide that provides graphic clues to identify, categorize, and evaluate gas stations. Phillips 66, for example, introduced its distinctive New Look design in 1960, which relied on the very modern upturned triangular canopies, sometimes referred to as batwings by many gas station enthusiasts. Sinclair's gas stations from the 1930s featured stuccoed exterior and Mission-style pent roofs to create an easily recognizable building form that has endured for over three-quarters of a century.

Another important addition to the field guide is a new matrix that visually explores the evolution of gas stations by major oil companies over time. This table is adapted from information in the historic resources surveys for the Meridian and Bankhead highways, and shows common forms and architectural trends over time. The matrix also showcases the evolution of the retail gas station industry and new design aesthetics intended to make gas stations stand out along roadsides in some eras, but later made to blend in with surrounding residential areas in other years and periods. These contrasting approaches showcase the dynamic quality of, and shifting attitudes toward, roadside architecture over time.

Finally, the updated guide expands upon the registration requirements to help cultural resource management professionals better understand significance and assess integrity for National Register of Historic Places (NRHP) evaluations by TxDOT.

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A detailed map of Texas, showing county boundaries and names. Major highways are indicated by lines with numbers. The map is oriented with North at the top. The word "Introduction" is written in a large, bold, black font in the upper right quadrant of the map. The map includes labels for numerous counties, including King, Knox, Baylor, Archer, Clay, Montague, Cooke, Fannin, Grayson, Delta, Haskell, Throckmorton, Young, Jack, Wise, Parker, Tarrant, Dallas, Kaufman, Stephens, Palo Pinto, Hood, Johnson, Ellis, Van Zandt, Taylor, Callahan, Eastland, Erath, Hill, Henderson, Brown, Comanche, Bosque, McLennan, Navarro, Anderson, Coleman, Hamilton, Mills, Coryell, Falls, Leon, Concho, San Saba, Lampasas, Burnet, Williamson, Madison, Menard, Mason, Llano, Bell, Brazos, McCulloch, Gillespie, Blanco, Travis, Hays, Bastrop, Fayette, Bellville, Kendall, Comal, Caldwell, Lee, Bexar, Guadalupe, Gonzales, Lavaca, Medina, Bander, Real, Kerr, Bandera, Uvalde, Wharton, Maverick, Zavalla, and others. Major cities like Austin, San Antonio, Dallas, and Houston are also labeled. The word "Introduction" is positioned over the counties of Tarrant, Dallas, and Kaufman.

Introduction

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1. Introduction

This field guide explores a building type that has been referred to by popular names such as filling station (approximately 1910–1920), gasoline or gas station (1920–1940), or service station (meaning a place where a variety of automobile services are provided, 1920 to the post-1970 era). The evolution of the term reflects the gradual expansion of a commercial enterprise, from the curbside distribution of fuel in a crude and rudimentary process along every town’s main street, to a sophisticated corporate distribution program that offered a branded product along an interstate highway system. The development of the gas station also evolved from a simple and common building form to a complex building form during the 20th century, attracting the attention of major industrial designers and architects. Despite the commonality of the property type, specific forms and styles arose during progressive time periods, in different areas of the country, and evolved through the corporate design influence of a number of oil and gas companies.

Gas Stations in Texas

The architecture and design of stations as described and defined in this guide share some common characteristics that are helpful in understanding the historic and architectural context of this building type in Texas.

Texas gas stations follow the development of the automobile and its cultural uses and technological advancements.

The first automobile in Texas arrived by railroad in Terrell, about 1899. Colonel E.H.R. Green, of Dallas, took delivery of this modern machine and drove on

what roads were available at the time. The open-air vehicle reportedly frightened horses, cattle, and humans alike as it chugged across the dusty roads of North Texas in its initial thirty-mile, five-hour adventure to Dallas. By 1910, Texas reported some 14,286 vehicles operating in 180 counties; however, it was the Model T, introduced in 1908 by Henry Ford of Michigan, that made the automobile affordable to the general public and not just to the elite and affluent. Texas farmers, for example, could afford to purchase the Model T, learn to repair it, and make it function regularly to deliver farm products to market.

In 1913, Ford Motor Company opened its Southwest Assembly Plant in Dallas, where it continued a manufacturing presence through most of the 20th century. Other automobile makes and models also appeared in Texas. The Nash, Studebaker, Dodge, Hupmobile, and Cadillac were a few of the more common automobile makes or models. A special automobile, labeled The Texan and manufactured in Fort Worth, reflected the state’s pride of name. Affinity clubs formed in the state to promote the recreational use of automobiles, as well as the sport of driving and repair of autos.



Figure 1-1. This example of Henry Ford’s Model T was photographed in 1910 in Tivoli, Texas.

The Dallas Automobile Club, Automobile Club of Houston, and the Bexar County Highway League were among the state's largest clubs. As the automobile became an everyday feature in the state, locations for purchasing gasoline grew in number and acquired new appearances. Local distributors, often at a garage or automobile dealership, eventually gave way to corporate or independent stations; and many of these entities generated their own building form, signage, and identifying features specific to a time and place.

Texas gas stations also are associated with streets, roads, and highways that invariably influence their location, site planning, signage and materials.

The earliest automobile traveled the rough dirt and sandy roads of Texas, which were often filled with stumps and seldom passable in inclement weather. Road maintenance rarely met the ongoing need of the routes, especially as the number of automobiles increased. The League of American Wheelmen, composed of bicycling enthusiasts, established the Good Roads movement in the northeast United States in the 1870s. This movement swept across the country, and by the early 1900s, it sought to generate and organize public investment in improving roads. The

*The **Good Roads Movement** was originated by bicyclists in the 1870s as a campaign to improve roads. The movement continued through the beginning of the automobile age, until the Federal Government created the National Highway System in 1926.*

first Good Roads convention was held in Houston in 1895. While many streets still were paved with wood blocks, most roads remained unimproved and routes were largely undefined.

In 1903, Texas auto owners formed the Texas Good Roads Association to press for state government involvement in road development. In 1910, the annual Glidden Tour, which began in Cincinnati, dipped down to Dallas before concluding in Chicago. The tour distance of 2,850 miles put North Texas on



Figure 1-2. The Good Roads movement swept across the country in the early 1900s and generated the Good Roads Magazine (1908).

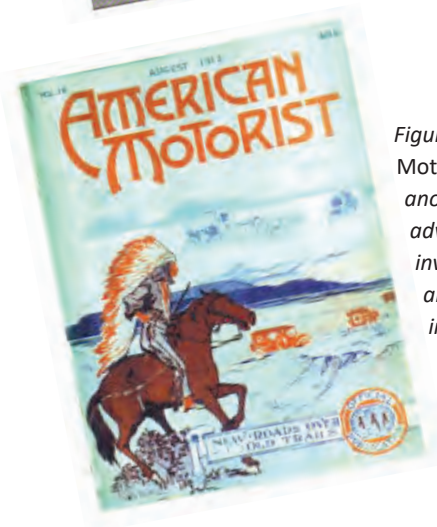


Figure 1-3. American Motorist (1912) was another publication advocating public investment in road and highway improvement.

the map of automobilists, in spite of the poor quality of roads. In the same year, David E. Colp from San Antonio helped reorganize the Texas Good Roads Association (TGRA) with road contractors and automobile dealers. Colp continued to lead the state's efforts for better roads and organized highway routes for the next twenty years, well after the Texas Legislature established and funded the Texas Highway Department in 1917.

In 1912, Colonel Frank P. Holland, publisher of *Farm and Ranch* and Holland's magazine, promoted the rural use of the automobile by offering a \$1,000 prize for a farmers' automobile tour connecting the San Antonio, Galveston and Dallas triangle. Gradually, the state's dirt roads were improved with tar and gravel, and as the number of automobiles on the road continued to rise, the same dirt roads were then regularly graded and tamped or paved with concrete. In the 1910s and 1920s, named highways, such as the Dallas–Fort Worth Pike, Old Spanish Trail, Bankhead



Figure 1-4. During the 1910s, motorists often got stuck in the mud, as shown in this 1915 photo. In response, dirt roads were improved with gravel or rock.



Figure 1-5. Pictured above is of men and children along the sides of the Bankhead Highway. Photograph date unknown.



Figure 1-6. The Dallas-Fort Worth Pike, shown above, was the most heavily traveled road in Texas during the 1920s. Photograph date unknown.

Highway, Glacier-to-Gulf Highway, King of Trails, and Meridian Highway criss-crossed the state. These named roads were eventually incorporated into the state and federal highway systems. Special trail guides and private associations first advertised the routes by marking them with distinctive colors and road markers and distributing the earliest road maps.

After World War II, primitive roads became more sophisticated highways, tollways, expressways, and parkways, all skillfully designed by trained engineers and implemented largely by the Texas Highway Department, now Texas Department of

Transportation. With each new development the building forms, site planning, materials, signage, and marketing of gasoline and its products adapted to the latest means of transportation.

Texas gas stations reflect the state's varied geography as well as its diverse architectural and cultural legacies.

Texas incorporates some of the country's most varied landscapes and boasts of multiple cultural legacies. From the beaches and lowlands of the Gulf Coast, to dense forests and Blackland prairies, from rolling hills and mountains, to the vast flat prairies of the Panhandle, Texas is a rich and romantic state. Its geography often influenced building forms, styles, locations, and site characteristics of gas stations. This varied geography, overlain with diverse cultural and architectural influences, also resulted in an assortment of distinctive building forms, colors, and signage. For example, Spanish Colonial Revival and Mission styles found an influence in South Texas, drawn from the San Antonio missions of the 18th century. The 1936 Texas Centennial celebration in Dallas embraced the machine-age designs called Art Moderne (Streamlined Moderne) and Art Deco, resulting in one of the largest collections of these styles in the United States. This exhibition influenced both corporate and independent station design of the mid-20th century.

Yet despite these regional geographic and architectural influences, Texas gas stations bore a resemblance to national marketing trends and corporate identity in many locations. Labeled as place-product-packaging by the nation's foremost historians of gas stations, John Jakle and Keith Sculle, oil companies



Figure 1-7. This 1930s Mobil station in San Antonio reflects the Spanish Colonial Revival influence found throughout South Texas.



Figure 1-8. Houston's Astrodome was the inspiration for the above Texaco station located on Kirby Drive in South Houston.

Place-product-packaging was a descriptive term developed by John Jakle and Keith Sculle, as explained in their scholarly publication *The Gas Station in America*. Jakle and Sculle argue that gas stations have been subject to the marketing and advertising direction of corporations, making identification of a brand of gasoline possible across the country regardless of the location of the motorist.

adopted standardized forms of advertising that sold gasoline and its associated products wherever the customer appeared with his automobile. Distinctive colors, shapes, and logos brought a level of comfort and expectation to the motorist that increased throughout the 20th century.

*Texas gas stations express state pride—
Texas is uniquely rich in the natural resources
that gave rise to much of the nation's oil and
gas industry.*

Some of the largest corporate giants in the gasoline and oil industry began in Texas. The Gulf Refining Company adopted the name “Gulf” from its refinery operations along the Gulf Coast of Texas. The Texas Company, or Texaco as it later became known, introduced a single star as part of its logo, an emblem which is borrowed from the Texas flag and is symbolic of the Lone Star State. Magnolia Petroleum Company (later Mobil), which was organized in Corsicana, Texas, and partially owned by Galvestonian John H. Sealy, found its namesake in Sealy’s aunt, Magnolia Willis Sealy. Even Magnolia’s ubiquitous Pegasus Horse can be traced back to Texas influences. Furthermore, Humble Oil Company, now part of the Exxon Mobil Corporation, took its name from the oil fields around Humble, Texas, near Houston.

Intense summer heat and the necessity to protect the personal investment in an automobile called for the addition of canopies and garages to many stations. A number of corporate-designed gas stations added canopies when building streamlined forms in the southwest. These became distinctive forms largely reflective of Texas.



Figure 1-9. The Gulf Oil Company built this station adjacent to its new corporate headquarters in Houston during the late 1960s.



Figure 1-10. The Magnolia Oil Company's Pegasus is one of the best recognized and most beloved of Texas oil company icons.

Organization of the Field Guide

This field guide is organized as an easy reference book for gas stations in Texas. The initial sections address the general development of stations as a specialized roadside industry catering to the automobile owner. Though arranged in broad chronological periods with temporal boundaries, the first section attempts to make it easier for the user to classify a gas station by architectural and/or historical characteristics. This typology presents a framework that may assist in developing statements of significance as typically called for in all levels of historical designations.

Following the introduction, the field guide continues with a graphics-rich chapter that helps readers recognize common building forms and architectural styles and influences of gas stations in Texas. The building forms and accompanying line sketches are largely drawn from the work of John Jakle and Keith Sculle in their comprehensive work, *The Gas Station in America*, though the building forms are modified to match those most often found in Texas. Jakle and Sculle drew most of their conclusions from the *National Petroleum News*, a publication of note and wide distribution in the industry throughout most of the 20th century. This publication, by its very nature, tended toward generalization and not regional characteristics. Jakle and Sculle also drew from their own region of Illinois for additional forms. Given the influence of geography on station design, additional characteristics are found in Texas gas stations that are noted in this section.

National Petroleum News was a trade publication of the industry catering to gas station owners and operators began in the early 20th century and became the leading industry publication to promote new design, marketing, and sales concepts for gas stations.

The next series of chapters highlight the major oil and gas companies operating in Texas for much of the 20th century. Presented chronologically by decade and alphabetically by company name, each narrative examines their operations and the kinds of gas stations they built in the state. The narratives include historic images of typical gas stations, features that are distinctive to the company and state maps that depict their temporal boundaries and market areas.* Following the post-1970s period, the last narrative of the series covers independent and regional oil companies and highlights the important presence of these businesses and affiliated entrepreneurs who operated outside the confinements of the major oil and gas companies. This section reflects the state's business diversity and the creativity demonstrated by many independent operators in Texas.

The next two chapters, Branding through Building Forms and Visual Clues, are new in the updated field guide. The former showcases the evolution of gas station design by major oil and gas companies in Texas over time. As much as possible, the chapter uses present-day examples of common buildings and

*These boundaries are based on research of city directory listings and newspapers index searches. These boundaries provide a sense of the geographic distribution of larger cities within the state, but do not necessarily reflect the actual market area of the oil companies or the existence of affiliated gas stations within the specified time frame.

identifies character-defining features by number and key. Since the information is presented in chronological order, the reader can see how gas stations designs changed over time and often incorporated physical attributes and stylistic detailing of fashionable trends in architectural design and movements. The Visual Clues chapter presents images of common architectural details that can be used to identify the associated company and approximate date ranges. These features are also described in the previous Company Branding section and are cited for cross reference to help associate with and classify by company.

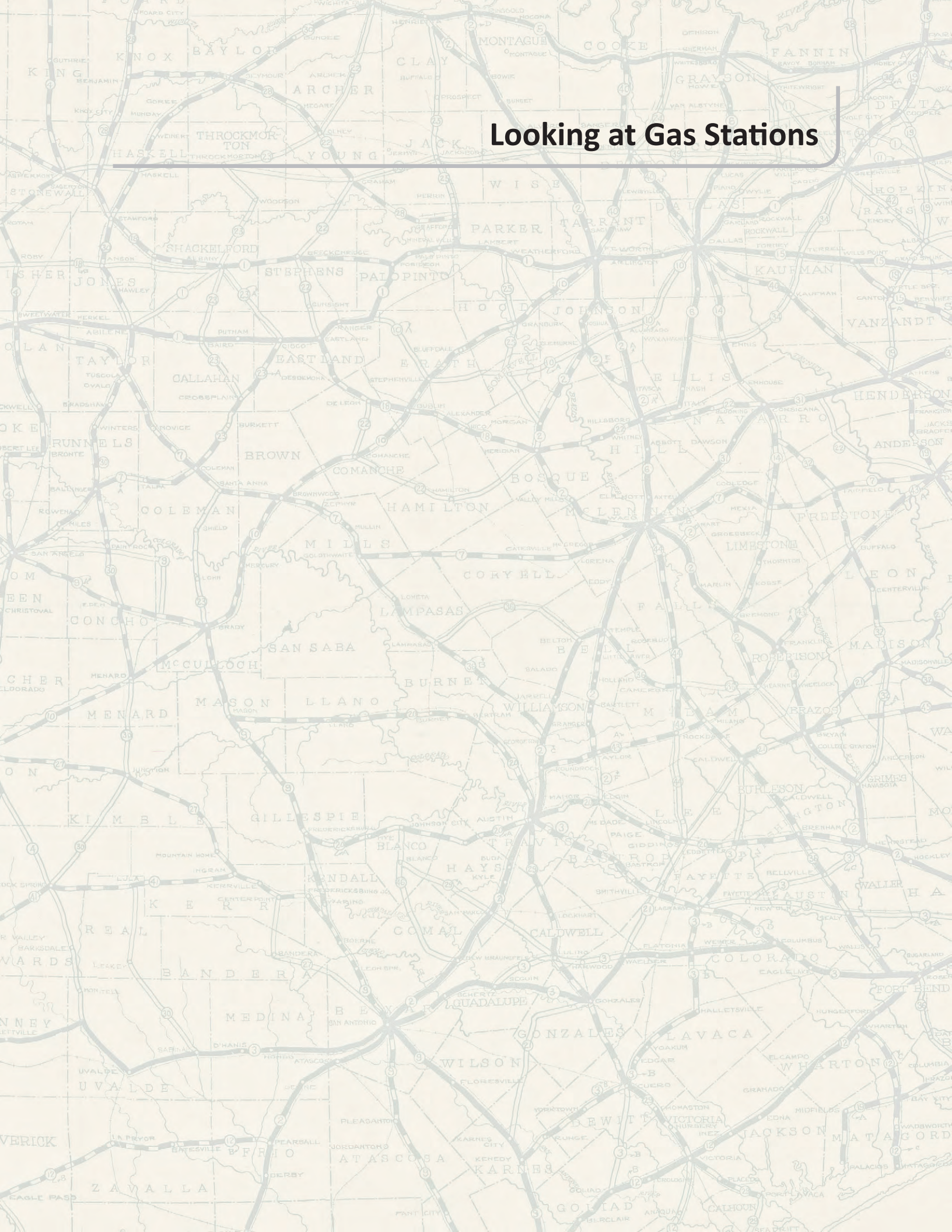
The subsequent chapter of the field guide discusses registration requirements and considers common integrity issues, and a three-tiered system for assessing the NRHP eligibility of gas stations. The examples include detailed captions that will help readers understand how to apply the guidelines presented in the

field guide and justify NRHP-eligibility assessments and recommendations. These guidelines rely on the standards that the National Park Service issued in support of the National Register program. While some flexibility is present for consideration of local or state designation, the National Register has long been considered the basis for many designations, and is typically recognized as the standard for determining historic preservation interests.

The final chapters include reference materials that provide readers opportunities to learn more about and understand gas stations as a distinctive historic resource type. The bibliography draws from major publications on gas stations including several new books and articles on the subject as well as historical documents. The illustration credits reference the publications and private collections that provided the images found in the field guide.

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Looking at Gas Stations



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2. Looking at Gas Stations

How to Use the Field Guide

This field guide provides assistance for investigators of Texas roadside architecture, specifically gas stations. The study of commercial architecture, as this subject is sometimes known, is a process using historical documents combined with the examination of layers of physical alterations to reveal original roadside buildings.

Gas stations, like many building types of commercial and roadside industries, often underwent alterations or changes over time. In some extant examples, buildings may no longer reflect original corporate or independent design intentions, signage may be long removed, or site plan characteristics may be significantly altered. The investigator must examine layers of change or extrapolate from the existing site or

fabric to determine original influences and to assess integrity and significance. The investigator may literally take this publication on a roadside trip, stop in front of a station, and flip through the guide to find appropriate influences evident at the site. It is a guide for the field investigator.

This publication provides general guidance, both visual and historical, to aid the investigator. It is limited by the complexity of gas stations, invariably individual or local interpretations of a building form or design, and the inherent difficulty in dating the very fluid cultural, business, or marketing changes expressed over time. Thus, this field guide should be used with care and allow for the inevitable opportunity for special cases.



Figure 2-1. This is a well-preserved Texaco gas station based on plans developed by noted industrial designer Walter Teague.

Architectural Styles and Influences



Figure 2-2. This 1920s Texas Company gas station (location unknown) is an example of the Bungalow/Craftsman style.

Bungalow/Craftsman

- Residential appearance
- Side or front gable roof
- Residential appearance with gabled or hipped roof
- Boxed or tapered columns
- Exposed rafter ends
- Brick with wood trim
- Stucco with wood trim



Figure 2-3. This Magnolia station in San Antonio features a stucco finish and tiled roof that exemplifies the Spanish Eclectic/Mission style, which was popular during the 1930s.

Spanish Eclectic/Mission

- Tile roof and/or pent roof elements
- Stucco finish
- Hipped roof or complex roof form
- Square columns
- Raised parapet, often curvilinear or gabled



Figure 2-4. This example of the Colonial Revival style is a 1920s Texas Company station that was once located in Dallas.

Colonial Revival

- Decorative roof ornament, often balustrade with square balusters/diamond patterns
- Wood frame siding, occasionally red brick
- Residential appearance
- Hipped roof
- Flat roof

Architectural Styles and Influences



Figure 2-5. The Tudor Revival style is shown in this 1950 Conoco gas station, located in Dalhart, Texas.



Figure 2-6. Ridged surfaces are a typical feature of Art Deco stations, as seen in this 1936 Conoco station on Route 66 in Shamrock, Texas.

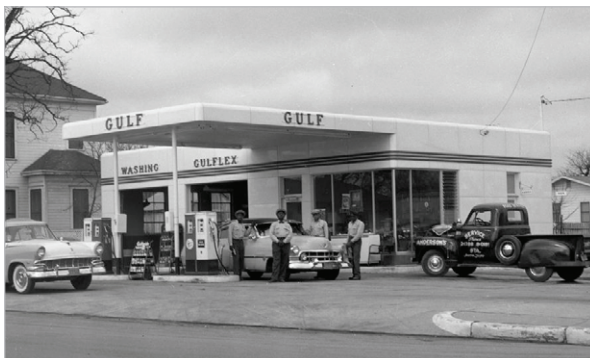


Figure 2-7. This gas station, located in Austin, demonstrates the Streamlined (Moderne) style, featuring rounded corners and bands below the roofline.

Tudor Revival

- Steeply pitched roof
- Chimney, usually on the principal facade
- Residential appearance
- Arched doorway and sometimes arched windows
- Brick veneer

Art Deco

- Decorative ornamentation, sometimes polychromatic
- Ridged surfaces or fluting
- Raised band and column elements
- Angular surfaces using geometric patterns
- Stucco finish
- Porcelain enamel paneled exterior

Streamlined (Moderne)

- Stucco finish
- Porcelain enamel paneled exterior
- Raised parapet, often curvilinear
- Coping along parapet
- Clean, crisp edges sometimes resembling a pilaster
- Rounded corners
- Flat roof
- Bands below roofline

Architectural Styles and Influences



Figure 2-8. Although this building was in Illinois, it illustrates how gas station designs embraced the clean lines and smooth finishes that characterized the Modern style.

Modern

- General term for non-traditional architectural influences
- Clean, smooth surfaces
- Porcelain, steel exterior
- Devoid of ornamentation
- Large glass windows
- Minimal exposed structure



Figure 2-9. This Shell gas station (location unknown) features the low-pitched roof and stone veneer typical of the Ranch design.

Ranch

- Large, low-pitched roof (usually gable in form)
- Stone or brick veneer
- Large plate glass windows, often angled
- Residential in appearance

Architectural Styles and Influences



Figure 2-10. In 1966, Eliot Noyes developed this design for Mobil gas stations, employing the International influence.

International

- Exposed structural elements
- Steel sometimes interspersed with brick
- Large expanses of glass
- Devoid of ornamentation
- Tinted glass
- Smooth, clean architectural lines



Figure 2-11. This 1950s gas station, once located in Texarkana, is an example of the programmatic influence common to independently owned gas stations.

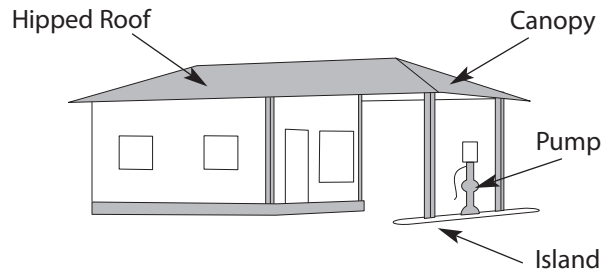
Mimetic or Programmatic

- Freeform appearance
- Creative design that may mimic other building types
- Diverse materials, sometimes using a combination of materials
- Strong visual elements that draw attention
- Complex roof and architectural elements

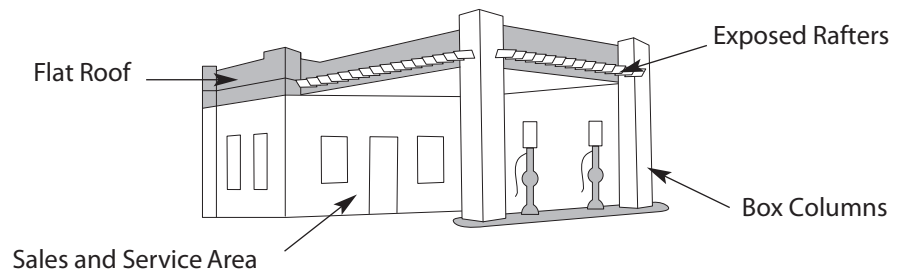
Mimetic architecture refers to a building design or form that places its emphasis on mimicking an object or theme to attract attention to a roadside business. Independent gas station operators sometimes used mimetic designs as a marketing gimmick.

Gas Station Components

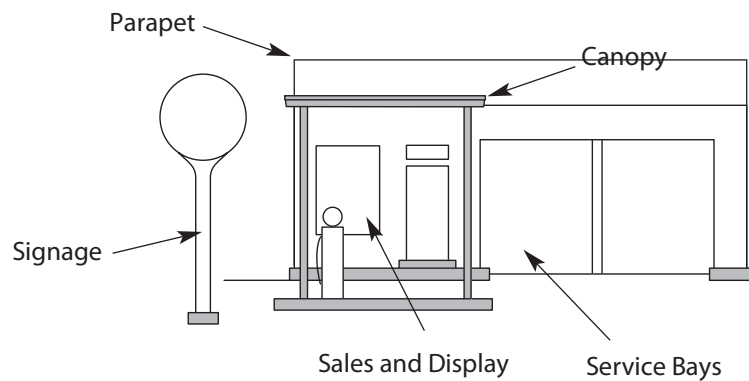
***Gas Station 1910–1930
House with Canopy***



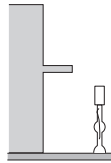
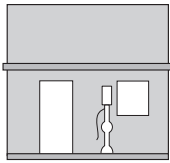
***Gas Station 1920–1940
Box with Canopy***



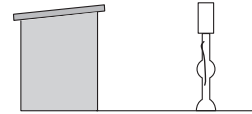
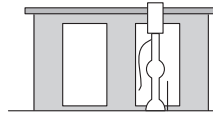
***Gas Station 1930–c.1970
Oblong Box with Canopy***



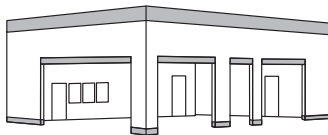
Gas Station Building Forms



Drive-up or Curbside



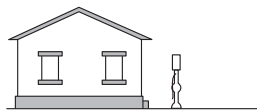
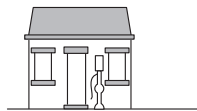
Shed



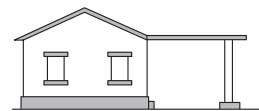
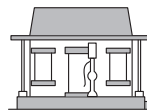
One-Part Commercial Block



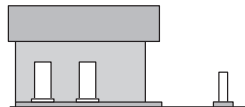
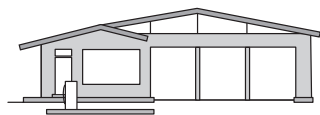
Two-Part Commercial Block



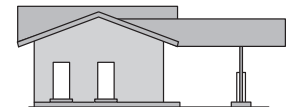
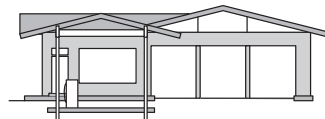
House



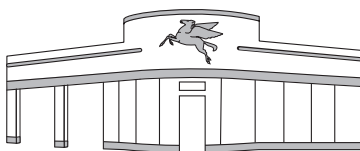
House with Canopy



Ranch House



Ranch House with Canopy



Oblong Box with Drum

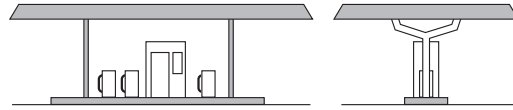


Hexagonal

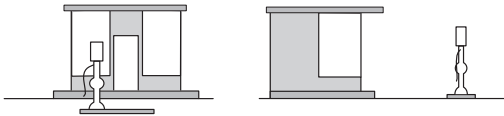
Gas Station Building Forms



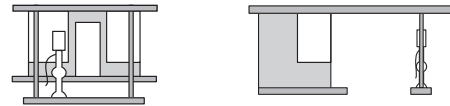
Booth



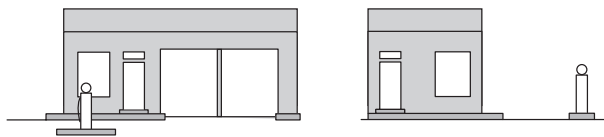
Canopy with Booth



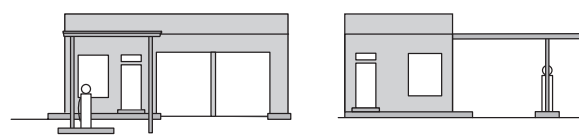
Small Box



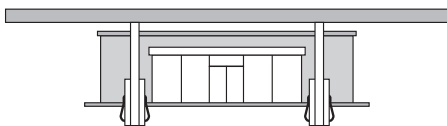
Small Box with Canopy



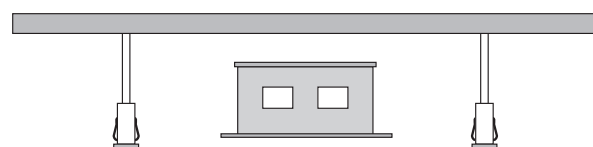
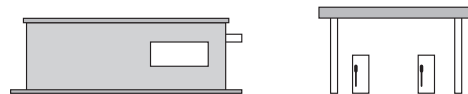
Oblong Box



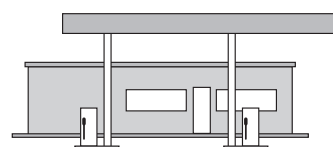
Oblong Box with Canopy



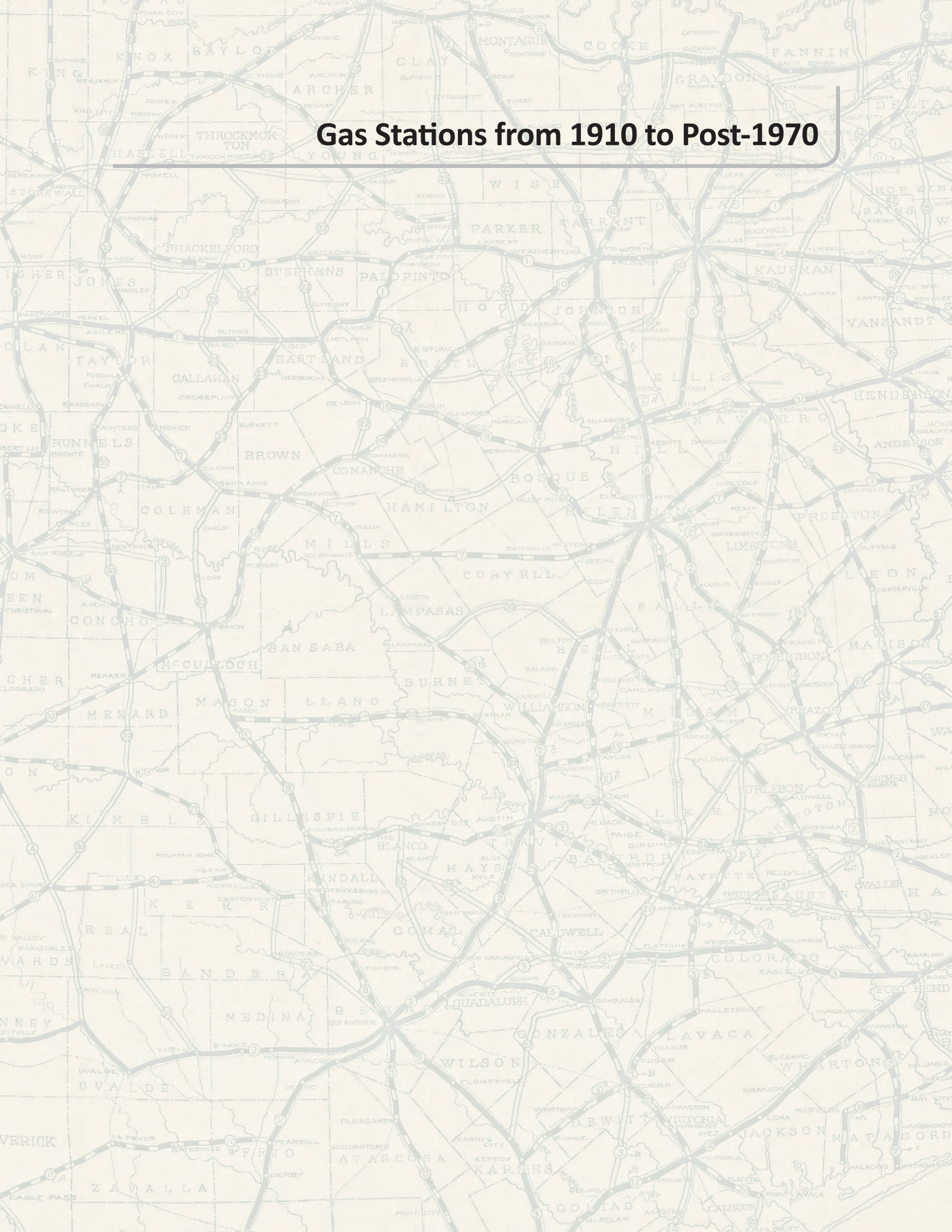
Box and Canopy



Canopy over Box



Gas Stations from 1910 to Post-1970



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3. Drive-Up Gas Stations 1910 – 1920

Early automobile owners in Texas typically obtained fuel through local wholesale distributors associated with automobile-related businesses. These businesses distributed gasoline, a by-product of kerosene, often purchased at livery and dry goods stores in crude containers that allowed the product to be funneled into automobile tanks. Wholesalers, sometimes with horse drawn tank wagons, carried gasoline to needy customers wherever they might be located. Stationary gasoline stations or pumps were not necessary or even preferred by automobile owners in this early period. The initial offering of fuel for the emerging automobile owner began in an organized and permanent station form about 1910, and is referred to as the drive-up period.

In 1907, Standard Oil of California introduced the first gasoline drive-up station at its Seattle kerosene refinery. Crude hoses carried the product to queued automobiles awaiting service. This concept developed into curbside service with underground tanks and above-ground pumps set along an urban street curb or rural road. About 1913, Gulf Refining Company introduced the first full-service filling station in Pittsburgh, Pennsylvania, in a brick, pagoda-like station and offered free air, water, restrooms, and a lighted sign. The station cast a large, cantilevered canopy over multiple above-ground pumps, allowing access from a number of different directions at one time. Contrary to the curbside pumps without canopies, the early Gulf station allowed for a fill-up even in inclement weather. Prior to 1915, however, few automobiles were covered, so little automobile travel occurred in poor weather conditions and thus canopies were not necessary. Curbside or drive-up filling stations were found in urban and rural areas alike. After 1919, urban fire safety codes and ordinances forced some curbside gas stations to close. This began



Figure 3-1. This Texaco station is an example of the early drive-up filling stations and was located in Houston.

a dichotomy between designs in urban and rural areas, as the latter continued for several more decades.

In Texas, gasoline and automotive care products appeared as early as 1910 in the larger cities. San Antonio, for example, offered approximately 10 oil and refining companies with gasoline products and stations. Among these were The Texas Company, Waters-Pierce Oil Company, Gulf Refining Company, and several local distributors, such as the Dixie Oil Company and Alamo Oil and Refining Company. Early photographs of the drive-up gas stations show the automobile owner driving up by a large pump, often adjacent to another business. Automobile dealerships and small gasoline companies offered additional services as a means of securing customers, typically: lubrication; minor repairs to the automobile body; replacement of springs or hoses; tire replacement or repair; and air and water. Most of these stations relied on customer self-service in crude but functional facilities with tall gasoline pumps that matched the noisy, clumsy automobiles of the period. By the end of the decade, more than 200 gasoline companies existed nationwide, giving rise to the development of new stations that projected a corporate image. Among the earliest corporate-designed stations in Texas was the Texas Company, which introduced a Spanish Eclectic (Type A) style gas station in 1918. Humble, Magnolia and Gulf soon followed, introducing their own designs.



The Gulf Oil Company (or Gulf Refining Company) began in 1901 with the discovery of oil in Spindletop, Texas, near Beaumont. Financed primarily by Andrew Mellon, Gulf's oil fields were well-established in West Texas, with relatively few fields in the continental United States. Gulf is credited with the first gas station in a small retail establishment in Pittsburgh, Pennsylvania, in 1913. This station was built for the purpose of selling and distributing gasoline to automobiles in an off-street location.

In Texas, many of the earliest Gulf stations were associated with other auto-related businesses and operated from the curbside.

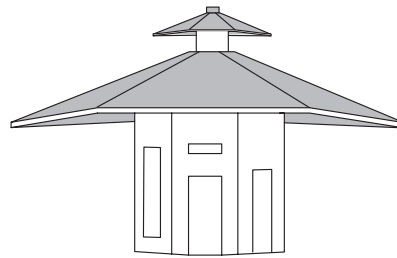


Figure 3-2. Approximate distribution of Gulf gas stations in the 1910s shown in gray.

Form: Hexagonal Box



Figure 3-3. This was Gulf's first gas station, which was constructed in 1913 in Pittsburgh, Pennsylvania.



Identifying Features:

- Octagonal hipped roof with tile and broad eaves
- Dark red brick exterior finish
- Single-door entrance with transom
- Massive brackets
- Cupola and flag pole crown building
- Spanish Eclectic influence

Humble

1910 – 1920



Humble Oil Company was founded in Humble, Texas, in February 1911 under the leadership of Ross S. Sterling (Sterling was later elected Governor of Texas), Walter William Fondren, Robert L. Blaffer, William Stamps Farish, and others. During the early years, the company operated mostly in the Southwest as well as in Ohio, and its initial distribution was through independent stations. Humble Oil Company was reorganized as the Humble Oil and Refining Company in 1917, and in 1919, the company sold half of its stock to Standard Oil Company of New Jersey after doubling its number of authorized shares, and operated in close cooperation. That same year, Humble opened its first station in Houston at a cost of \$50,000. This station, an elaborate Beaux Arts-influenced building constructed at the intersection of Main and Jefferson streets, was designed by one of Houston's most prolific architects, Alfred Finn (the station is no longer extant).



Figure 3-4. Approximate distribution of Humble gas stations in the 1910s shown in gray.

Form: One-Part Commercial Block



Figure 3-5. Designed by Alfred Finn, this Humble station was constructed in 1919 at the corner of Main and Jefferson in Houston (no longer extant).

Identifying Features:

- Circular office as focal point
- Domed roof over office, flat roof over service bays
- Covered walkway extends from office to service bays
- Thick square columns
- Stucco exterior finish
- Multiple survey bays on two sides
- Elaborate detailing above service bays
- Pediment above central service bay and walkway columns
- Beaux Arts influence

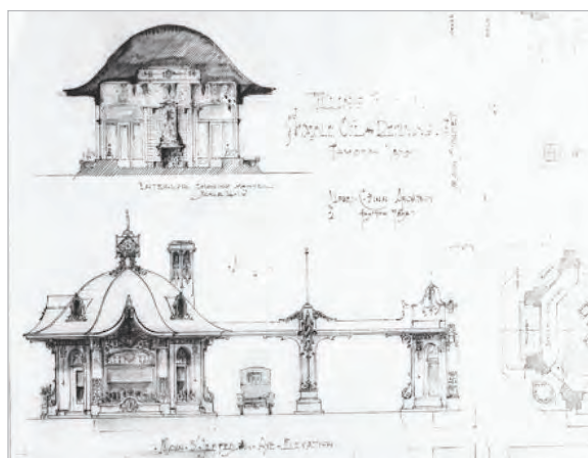


Figure 3-6. Detail of Alfred Finn's elevation drawing in watercolors.

Magnolia

1910 – 1920



The Magnolia Petroleum Company was founded in 1911 under the direction of John H. Sealy of Galveston, and was a conglomeration of several earlier companies, including the J. S. Cullinan Company, which established Texas's first oil refinery in 1898 at Corsicana. Named for Sealy's aunt, Magnolia Willis Sealy, the company maintained its headquarters in Dallas, and marketed its major gasoline products as Magnolia Gasoline and Magnolene Motor Oils.

In 1918, Standard Oil Company of New York (Socony) acquired Magnolia and initiated an expansion campaign, using the Magnolia brand name. The first gas stations, which appear around 1918, utilized one form for outlying locations and a second form (introduced after 1920) for urban or central business districts. Both forms produced handsome buildings for commercial areas or residential neighborhoods. During this same period, Magnolia also marketed and sold through independent station owners in every imaginable building form and location.

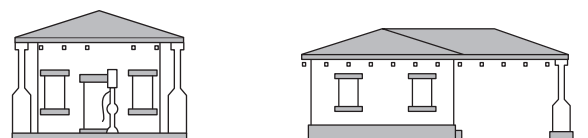


Figure 3-7. Approximate distribution of Magnolia gas stations in the 1910s shown in gray.

Form: House with Canopy



Figure 3-8. Many early Magnolia stations featured tapered boxed columns constructed of brick, a hipped roof, and exposed rafter ends.



Identifying Features:

- Low-pitched hipped roof
- Brick exterior finish, although wood or regional stone sometimes used
- Canopy projects from main building as a seamless continuation of roof over office
- Massive brick columns with tapered pedestals and unadorned cast-stone/concrete capitals
- Single-door entry with wood-frame doors, located centrally on façade
- Double-hung and fixed windows with wood sash
- Decorative features include brick quoins, cast-stone/concrete door and window lintels and sills
- Exposed rafter ends in canopy
- Architectural style typically Craftsman, very residential in feel and expression

Texaco

1910 – 1920



The Texas Company, which manufactured Texaco gasoline, traces its beginnings to the discovery of oil in Spindletop, Texas, near Beaumont, in 1902. Founded the previous year by Joseph S. Cullinan of Corsicana, the business originally operated as the Texas Fuel Company but changed its name to the Texas Company after the major investors obtained a new charter that would allow the company to partake in the “storage and transportation of mineral solutions.” In 1908, The Texas Company moved its headquarters from Beaumont to the Stewart Building in Houston, where it remained until 1913. During these early years, The Texas Company operated curbside stations at independent locations. In 1911, the company’s first filling station opened on a corner in Brooklyn, New York, selling Texaco Auto Gasoline as a motor fuel, and in 1917, the company opened its first Texas-based station in Houston. Labeled a service station, this location offered a full array of company products, including Texaco Motor Oil and volatile gas, through curb service in a storefront facility (see Figure 3-10). In 1918, the Texas Company introduced a Type A form that featured a drive-through bay under a continuous gable roof.

During the late 1910s, the company marketed gasoline and motor oils across Texas and began to establish its presence across the country, with the exception of the five westernmost states. Prior to 1920, the Texas Company established some 229 wholesale terminals, which were supplied from one refinery at Port Arthur, Texas. The Texas Company’s retail marketing strategy focused on placing the



Figure 3-9. Approximate distribution of Texas Company gas stations in the 1910s shown in gray.

company as second or third in most markets rather than being the lead. The company’s first logo, adopted in 1903, featured a simple five-pointed red star that featured the words “Made in Texas” on a white background. In 1909, The Texas Company introduced its first trademarked logo, a green “T” against a red star. By 1913, the company introduced a 42-inch porcelain enameled double-faced sign for display on all company-owned filling stations.

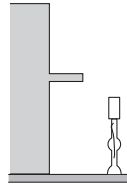
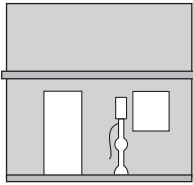
During the late 1910s, the company marketed gasoline and motor oils across Texas and began to establish its presence across the country, with the exception of the five westernmost states.



Form: Curbside 1903-1917



Figure 3-10. This example of an early Texaco curbside or drive-up gas station was featured in the 1918 edition of Locke's Good Road Maps.



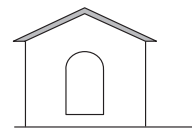
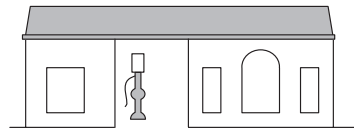
Identifying Features:

- Curbside pumps were placed along streets in urban areas
- Similar locations in rural sites
- Located to allow close placement of automobiles to the pump, often from the street
- No architectural style, associated with commercial storefront facade

Form: House 1918-1920



Figure 3-11. This is an example of an early Texaco Type A station (location unknown).



Identifying Features:

- Long, low-pitched side-gabled roof with ceramic tile covering
- Brick exterior finish
- A drive-through bay in middle of building contained pumps
- Square column in drive-through bay
- Large window bays within segmental arch
- Smaller openings with double-hung windows
- Faux interior chimney centrally located at front
- Exposed rafter ends
- Company logo in gable end
- Spanish Eclectic style with Prairie School or Craftsman influences

4. Full Service/Corporate Identification Gas Stations 1920 – 1930

Hundreds of gas stations began to appear across the country during this decade. Efforts to distinguish between competing stations introduced distinctive buildings, generally with canopies projecting toward the highway or street and covering gasoline pumps. Amenities also began to appear, including vending machines and water fountains. Service attendants wiped windshields, checked oil and water, and provided curb service. Larger specialized service bays, attached to the basic building form, became popular by the end of the decade. Sometimes referred to as lubritoriums, these eventually became full-service repair and maintenance centers for automobile owners. Building owners in urban areas began to incorporate service stations into corner commercial blocks, sometimes adapted to the site and other times designed for the site. Corner commercial block buildings allowed a drive-through area that covered gas pumps, creating a space for marketing and the sale of automotive products, and affording protection during inclement weather. In Texas, hundreds of these facilities still exist in urban areas, many of which are on main streets in small towns.

After 1920, oil companies introduced neighborhood service stations in and around wealthy residential areas of urban communities. These neighborhood stations required large corner lots accessible from two primary arterial streets. Neighborhood stations often took on materials and forms similar to a residence, with special deference to nearby neighborhoods. Tall projecting gables, chimneys, large multi-paned windows, and cloth or metal awnings appeared on these stations. The introduction of these businesses into residential areas sometimes required the removal of existing houses and predated zoning ordinances in most cities. However, by 1930, many cities had passed zoning ordinances, and these commercial businesses, regardless of appearance,

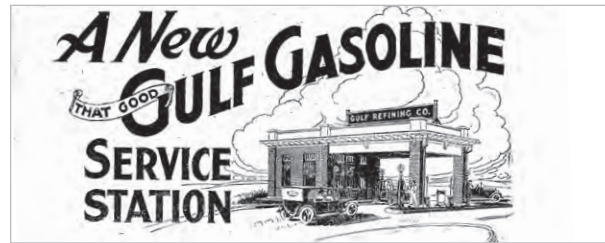


Figure 4-1. Detail of a 1922 advertisement in the San Antonio Light announcing a new Gulf Gas Station at Main and San Pedro Streets.

became inappropriate to residential neighborhoods. This introduced many street corners to commercial uses that still remain, due to grandfathered zoning classifications.

This period also saw the introduction of gasoline pumps designed with attention given to their appearance. Major gasoline pump companies designed above-ground pumps that were lighted at night and advertised the company. By 1925, many gas stations added grease pits and car washing floors with concrete. The term “grease monkey” appeared in reference to the mechanics that worked the stations. As a result of the increase in services, building forms included more than one service bay, sometimes flanking the office, and a specific product sales area. During the 1920s, many gas station designers introduced lights and light standards as a means of attracting motorists, and also to provide a safe environment for nighttime fueling and access from busy streets or roads.

A significant rise in the number of sole proprietorships and woman-owned businesses appeared during this period. In San Antonio, for example, a small chain of stations named La Gloria developed to offer gas and rooftop entertainment. La Gloria No. 1, built in 1928 at Brazos and Laredo, provided a rather unusual mix on the city’s West Side among the emerging Mexican-American neighborhoods. This small business prospered under the direction of its female owner until it was demolished in the early 2000s.

Cities Service

1920 – 1930



Cities Service was founded in Bartlesville, Oklahoma, in 1910 as a public utility. The company operated natural gas, lighting, ice and other utility type services in major municipal locations during the early part of the century. In 1914, the company was headquartered in Tulsa, Oklahoma, and at this time entered the petroleum market, building gas stations across the Eastern and Midwestern United States.

Cities Service expanded into Texas during the 1920s, offering petroleum products in most major cities, as far south as San Antonio. These stations usually offered only gasoline, but in some cases limited service was offered as well. Extant examples of Cities Service stations suggest that there were two different forms. Inspired by local architecture, the stations would either feature Spanish Eclectic or Mission influences with a tile roof and raised brick pilasters, or Tudor influences with steeply pitched front- and side-facing gables.

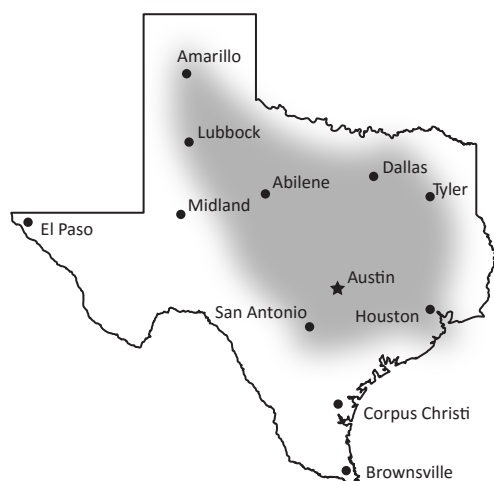


Figure 4-2. Approximate distribution of Cities Service gas stations in the 1920s shown in gray.



Figure 4-3. This advertisement in the San Antonio Light indicates the company's presence in South-central Texas as early as 1927. The company ran identical ads in other cities, such as Lubbock, that same year.

Cities Service and the Louisiana Oil Refining Corporation worked together and sold gasoline, oil, and other petroleum products in East and Northeast Texas. In 1930, Cities Service acquired the Lecor gas stations and continued to use the Loreco name through at least the late 1930s.

The earliest company logo featured a black-outlined white rectangle, with a black band across the center. In the 1920s, the company revised the logo to include a clover leaf in black and white on a circular form stating, "Cities Service." In the 1920s, the company advertised in major magazines, such as The Saturday Evening Post, reaching some 113 cities across 20 states. Cities Service also used billboards and small signs nailed to trees and fence posts along highway rights-of-way.

Cities Service

1920 – 1930



Form: Box



Figure 4-4. This late-1920s Cities Service gas station was located at the corner of Lavaca and Sixteenth Street in Austin.



Identifying Features:

- Few remain, but corporate signage may be the best source of identification
- Reflects Mission or Spanish Colonial Revival styles
- Flat roof with brick parapet and brick coping
- Circular element in front and sides; corporate logo likely in the circular element
- If present, canopy extends from same roofline as office
- Square brick piers support canopy and extend past roofline
- Brick exterior finish
- Red-tiled pent roof across canopy and office

Gulf

1920 – 1930



In 1917, the Gulf Oil Company introduced a new gas station prototype in Louisville, Kentucky, that incorporated some key features, such as cornice moldings and the use of dark red brick, from the original hexagonal-shaped station of the early 1910s. This form, an oblong box with canopy, permeated Texas through the 1920s and was found in both large cities and small towns, and in residential and business districts. Architectural historian Tim Russell identified this distinctive form as a Sandbrick station in his book *Fill 'er Up*.

Signage during this period consisted of a round sign containing the words “That Good Gulf Gasoline,” which often sat on a single light standard along the street.

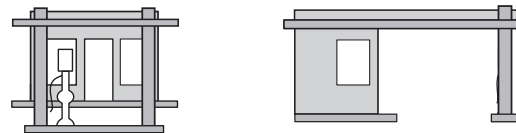


Figure 4-5. Approximate distribution of Gulf gas stations in the 1920s shown in gray.

Form: Box with Canopy



Figure 4-6. This 1920s Gulf station, located in Orange shows the prominent signage common to these early stations.



Identifying Features:

- Flat roof with a parapet
- Dark red brick exterior finish
- Canopy extends from parapet of office
- Thick, square columns at corners of canopy
- Canopy columns project out past canopy
- Tan-colored brickwork in red-brick piers includes long vertical panels with soldier course, as well as small square and diamond-shaped panels
- Single-door entrance
- Double-hung and awning windows
- Cornice moldings and brackets on some examples
- Craftsman and Colonial Revival styles

Humble

1920 – 1930



After its initial entry into the retail market in 1919, Houston-based Humble Oil Company expanded rapidly in subsequent years and operated gas stations across much of Southeast, Central, and South Texas. While eye catching and architecturally impressive, the gas station design that Alfred Finn produced for the company likely proved to be far more elaborate and expensive to be replicated on a mass scale. In 1927, the company hired another Houston-based architect, John F. Staub, to provide gas station designs as Humble embarked on an aggressive building program during the late 1920s and 1930s. Staub was known primarily for his residential designs and provided plans for many of Houston's more affluent citizens. The most elaborate and detailed design combined elements of both the Art Deco and Spanish Colonial Revival styles of architecture. It relied on a modified oblong box with canopy form and featured a moderately steep hipped roof with metal cover, a distinctive architectural feature of Humble gas stations.



Figure 4-7. Approximate distribution of Humble gas stations in the 1920s shown in gray.

In many communities, Humble distributed its products through independent dealers who displayed the Humble signage but did not follow a standard corporate station design. The company offered a full complement of products for motorists by the mid-1920s, including Humble Gasoline, Humble Motor Oils, Humble Greases, and highway maps. The company produced gasoline in three refineries in Texas: Baytown, Burkburnett, and Hearne. These locations allowed distribution across the state, including far West Texas.

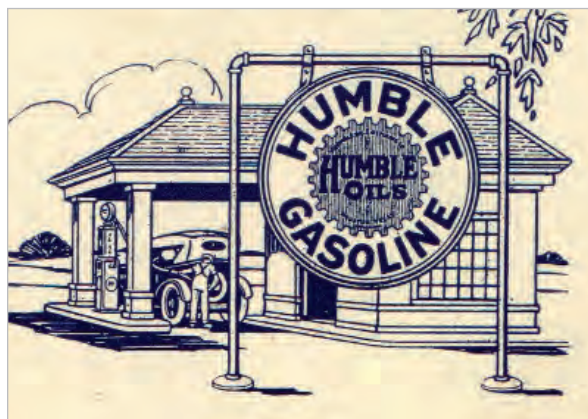


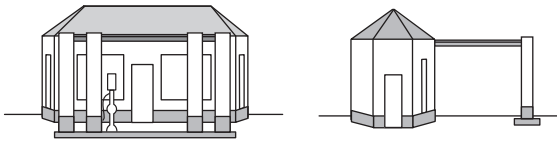
Figure 4-8. This line drawing is from the 1925 Highways of Texas map book published by Humble Oil Company of Houston. It may depict a gas station form that the company adopted before developing more distinctive designs in later years.



Form: Oblong Box with Canopy



Figure 4-9. Photo from an article appearing in The Humble Way magazine, a company-produced publication from the 1950s. The caption for this image states, "about 200 stations of this type were built by Humble during the 1927-31 expansion in retail marketing."



Identifying Features:

- Eight-sided hipped roof, usually with metal covering
- Smooth stucco exterior finish
- Flat-roofed canopy extends from base of hipped roof over main entry
- Four large box-like columns with tiled base and decorative tilework at top support canopy
- Service bay(s) sometimes included as side addition
- Centrally placed primary entrance with single door; set with pediment and pilaster-like framing
- Large display windows, sometimes with brick and tile surrounds
- Circular company logo above main and side doors
- Frequent use of blue tile around base of building and window surrounds
- Decorative pattern of blue and red tile located below roofline on each façade
- Stuccoed pilasters mimic canopy columns
- Art Deco/Spanish Colonial Revival stylistic influences

Magnolia

1920 – 1930



During the 1920s, Magnolia continued to use its box and canopy gas station form from the previous decade but began using a flat roof with a stepped parapet rather than the hipped-roof form. The company also introduced several new gas station types during the period, including a variant (modified) of the box with canopy form. This new type included an exaggerated parapet on the front and added service bays onto one side of the building. Typically, this gas station form occupied a corner lot that was set at an angle. The service bay wing extended along a line parallel to one of the adjoining streets. Magnolia also began constructing a distinctive commercial block building type in dense urban locations. These stations presented a more retail store appearance and came in one- or two-story versions.

By the early 1920s, Magnolia controlled some 18 percent of the Texas market and operated refineries in Beaumont and Corsicana. The company also had gas stations in Louisiana, Arkansas, Oklahoma, New Mexico, and Arizona. In 1925, the Magnolia Petroleum Company was chartered as a corporation, replacing the previous joint-stock association, and all Magnolia stock was exchanged for Standard Oil Company of New York (Socony) stock. This acquisition led to a nationwide marketing campaign, and by 1930, Magnolia stations were constructed from coast to coast across the United States.

The company advertised its full name, "Magnolia Petroleum Company," in its logo that featured a red, white, and blue color scheme. The logo also made use of



Figure 4-10. Approximate distribution of Magnolia gas stations in the 1920s shown in gray.

a magnolia blossom as a graphic element and included the phrase "Magnolia Gasoline For Sale Here." Many company gas stations included a terra cotta emblem in the parapet as a decorative feature.



Figure 4-11. An advertisement announcing the opening of a new Magnolia gas station in Kingsville.

Magnolia

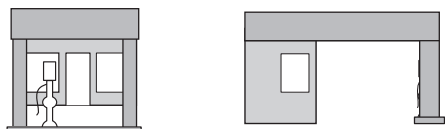
1920 – 1930



Form: Box with Canopy



Figure 4-12. This gas station, once located in Rosenberg, is an example of the box and canopy form Magnolia constructed during the 1920s.



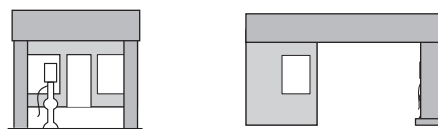
Identifying Features:

- Flat roof with stepped parapet
- Brick exterior finish
- Canopy projects from office and shares same parapet-roofline as building
- Massive brick columns with tapered brick pedestals and cast-stone capitals
- Single-door entrance with paneled-wood and glass door, centrally located
- Fixed windows flank each side of door, one window is larger and topped by two narrow transoms
- Decorative quoins at corners of building
- Soldier brick bonding in window/door lintels and sills and along base of front wall
- Signage posted on side and front of canopy roof and illuminated by individual lights extending down front and sides of canopy and building
- Classical Revival style

Form: Modified Box with Canopy



Figure 4-13. This is an example of a modified box with canopy form constructed during the 1920s. Located in Burkburnett, it is currently used as a Conoco station.



Identifying Features:

- Located on corner lot at an angle to provide access from two streets
- Flat roof with a parapet
- Brick exterior finish
- Canopy projects at a 45-degree angle from office
- Mission-styled parapet on canopy front
- Large tapered brick columns
- Service bays on side of building
- Double-door entry in angled corner
- Large display windows
- Contrasting colors and coursing of brick in window lintels and sills
- A decorative terra cotta detail is located at the crest of the parapet
- Circular terra cotta logo with a Magnolia flower embedded within wall of parapet
- Mission Revival style

Magnolia

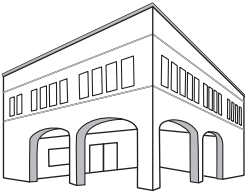
1920 – 1930



Form: 1-Part or 2-Part Commercial Block



Figure 4-14. The above example of Magnolia's 2-part Commercial Block was found in Fort Worth.



Identifying Features:

- Flat roof with elaborate cornice and other parapet detailing
- Brick, cast-stone, and terra cotta exterior finish
- Inset service/pumping area on much of ground floor
- Segmental and round archways with elaborate detailing
- Second-floor typically used for offices
- Spanish Eclectic, Prairie, and Moorish stylistic influences

Phillips 66

1920 – 1930



The Phillips Petroleum Company was founded in Bartlesville, Oklahoma, by brothers Frank and L. E. Phillips in 1917. However, the company did not begin marketing gasoline until 1927, the same year it began operating its first refinery near Borger, Texas. The company opened its first gas station in Wichita, Kansas, and went on to develop a largely regional trade area that extended from New Mexico, north to Minnesota, and east to Indiana. Phillips held large natural gas holdings from Kansas to the Texas Panhandle, and the company marketed its natural gasoline (developed from natural gas) at local service stations.

In Texas, Phillips 66 service stations initially operated in the Panhandle, but the company's territory soon expanded to the Lubbock and Wichita Falls areas. The original stations, known as the Type B Cottage-style, were typically located in residential areas and attempted to blend into the neighborhoods by using architectural features of the Tudor Revival style, a popular residential architectural movement of the period. Some stations went a step further, to appear like an old English Cottage, bucolic and romantic.

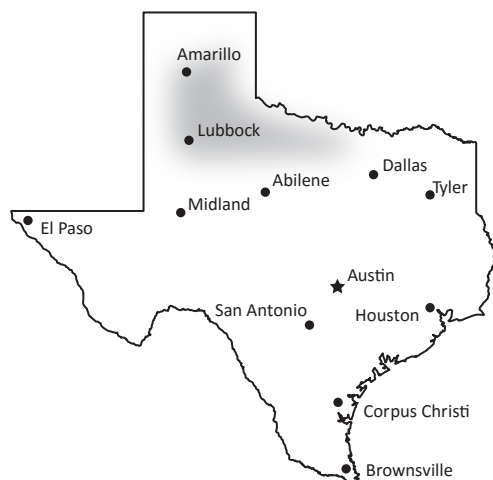
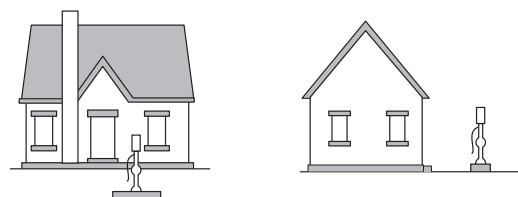


Figure 4-15. Approximate distribution of Phillips 66 gas stations in the 1920s shown in gray.

Form: House



Figure 4-16. This detail from an ad appearing in the *Tulia Herald* depicts the gas station form that Phillips 66 built in the late 1920s.



Identifying Features:

- Steeply pitched cross-gabled roof
- Brick or stucco exterior finish, often in a dark earth tone
- Exterior brick chimney on front; features include large "P" letter and circular brick work where company logo displayed
- Single-door entry set within bricked archway under front-facing gable
- Multi-light windows
- Gasoline pumps separated from the main building, usually on a raised island
- Typically located in a residential area
- Tudor Revival style

Shell

1920 – 1930



Shell (or the Royal Dutch Shell Group) was established in 1907 after the Shell Transport and Trading Company merged with Royal Dutch Petroleum in London. In 1912, the company began its first marketing in the United States under the name of American Gasoline Company of Seattle and sold gasoline along the west coast. The same year, the Group also founded Roxanna Petroleum with the purpose of buying oil properties in Oklahoma. By 1925, Shell owned more than 3,000 stations distributed throughout California, Oregon, and Washington. After setting upon a nationwide marketing campaign, the company entered the Texas market in 1929.

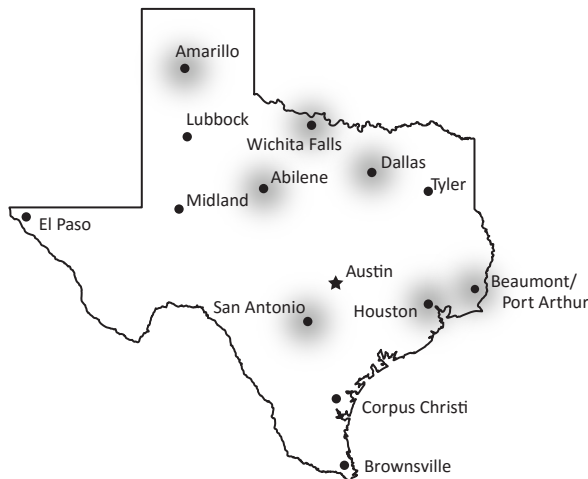
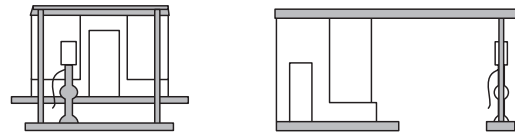


Figure 4-17. Approximate distribution of Shell gas stations in the 1920s shown in gray.

Form: Box with Canopy



Figure 4-18. Pictured above is an example of the prefabricated form common to Shell gas stations during the 1920s.



Identifying Features:

- Prefabricated metal box with large steel sash divided windows
- Flat roof with classically inspired molding/trim in parapet
- Glass and metal exterior finish
- Canopy extends from building's main massing
- Metal columns support canopy
- Double-door front entrance with multi-light transom
- Large metal-sash windows with smaller vertically oriented transom
- Abundant use of glass creates a sense of openness
- Art Deco style

Texaco

1920 – 1930



During the early 1920s, the Texas Company developed regional designs based on the architecture of an area. In the Northeastern United States, for example, the company introduced a saltbox design derived from traditional domestic building forms. In the West and Southwestern United States, including Texas, the company built Mission-style stations that evoked a sense of the region's Spanish Colonial heritage and resembled stucco or adobe buildings. Also in Texas, the Texas Company built a house with canopy form that exhibited Colonial Revival stylistic influences, conveying both a residential and traditional architectural style. In the mid-1920s, The Texas Company developed the Denver-Type service station as its first national design in order to blend into residential neighborhoods. The Denver-Type station became the first company design to incorporate bays for lubrication and repair.



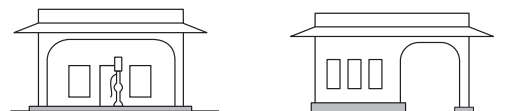
Figure 4-19. Approximate distribution of Texas Company gas stations in the 1920s shown in gray.

In 1926, the Texas Company offered Texaco New and Better Gasoline, and incorporated a chain of 4,000 stations in eight states (Texas, New York, Florida, North Carolina, Illinois, Virginia, New Jersey, and Pennsylvania). In 1928, the company became the first to expand into all 48 states after purchasing the California Petroleum Corporation.

Form: Box with Canopy (Mission Style)



Figure 4-20. This station, once located at the Lakey Tourist Court in Denton, is an example of the Mission-style Texaco gas stations constructed in the 1920s.



Identifying Features:

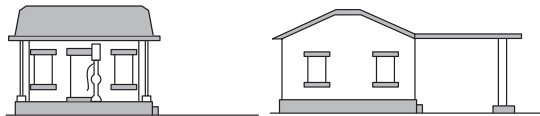
- Flat roof with a raised parapet
- Smooth stucco exterior finish
- Canopy with pedimented parapet, tile-covered pent roof, and oversized brackets
- Corner piers create elliptical openings
- Service bays extend from side of office
- Circular motif in parapet used to display company logo
- Mission or Spanish Eclectic stylistic influence



Form: House with Canopy (Colonial Revival Style)



Figure 4-21. This example of a Texaco gas station demonstrates the Colonial Revival house with canopy form and is located in Columbus.



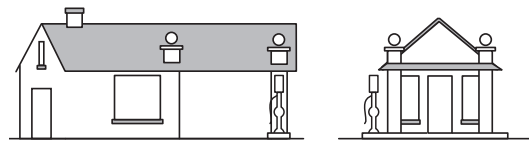
Identifying Features:

- Side-gabled roof with a clipped gable and eave returns at each end
- Smooth stucco or brick exterior finish
- Canopy with broad eaves and brackets projects from base of side-gabled roof
- Large box columns support canopy
- Single-door entrance with transom
- Large, plate-glass display windows with transoms on front
- Side double-hung window
- Red star company logo set within each gable end
- Colonial Revival and Craftsman stylistic influences

Form: House with Bay (Denver-Type)



Figure 4-22. The above Texaco station is an example of the 1920s Denver-Type station (location unknown).



Identifying Features:

- Cross-gabled tiled roof
- Stucco exterior finish
- Front-gabled canopy extends as continuation of gable roof over office
- Massive square piers support canopy; vertical elements of piers extend beyond gabled roof
- Single-door entrance with transom
- Multi-light display windows
- Interior chimney rises from apex of front-facing gabled roof
- Globes with company logo on top of corner piers
- Tudor Revival or Craftsman stylistic influences

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5. Machine Made/Streamlined – The Depression Era 1930 – 1940

As much of the country recognized the role of machines and drive-in convenience in everyday life, new and sophisticated gas stations appeared across the country. A genre of industrial designers emerged to influence the design of the automobile and contributed to the now pervasive gas station. Walter Dorwin Teague's design work for The Texas Company (Texaco) in 1934 offered a clean, curved gas station with forest green and red details. His design was to become the enviable standard for other companies. Norman Bel Geddes designed for the Socony-Vacuum Oil Corporation of New York, and K.E.M. Weber's art students designed prototype stations in California. Many gas stations adopted porcelain enamel panels, added neon to lights and signs, and expanded services to include tire repair and replacement, oil changes, and automotive repair. Magnolia (later known as Mobil) pioneered the trend of designing gas stations into neighborhood shopping centers and adopting regional architectural styles. In Texas, this resulted in the use of the Spanish Colonial or Spanish Eclectic styles for automotive facilities.

Independent station owners often projected their own individuality in materials, design, and/or location. Owners built or modified their buildings to be in



Figure 5-1. This c. 1930 gas station, located in Decatur, is an example of adding petrified wood to make the station unique.



Figure 5-2. This Texaco station (location unknown), is an example of Walter Dorwin Teague's classic design.

the shape of eye-catching roadside structures, such as wigwams and airplanes, or added petrified wood and historical elements to existing buildings. The independent gas station owners sometimes gained a market edge in a highly competitive business environment with their novelty buildings, referred to as mimetic or programmatic architecture.

Cities Service

1930 – 1940



In 1930, Cities Service operated as an amalgam of companies connected by ownership. The company continued its municipal offerings, but by this point, owned extensive crude oil reserves in Oklahoma, Texas, and Louisiana. It also operated refineries in Massachusetts, Pennsylvania, Indiana, Louisiana, Oklahoma, and Texas. Cities Service maintained a strong presence throughout much of the state and operated gas stations as far north as Pampa, west to Sweetwater, south to Bartlett, and east to Mineola.

In cities throughout East and Northeast Texas, Cities Service continued to sell petroleum-based products at its subsidiary Louisiana Oil Refining Corporation stations, which sold Loreco gasoline. Over time, Cities Service abandoned the Loreco title and rebranded these stations under the Cities Service name (see Figure 5-4). These gas stations had a distinctive residential-like quality with steeply pitched, cross-gabled roofs. The gable ends typically included a small Cities Service logo near the tip of the gables.



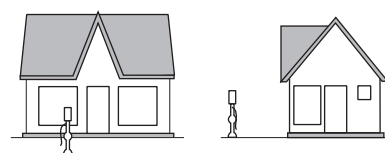
Figure 5-3. Approximate distribution of Cities Service gas stations in the 1930s shown in gray.

After multiple state courts ruled that companies could have exclusive rights to logos and color motifs in the early 1930s, Cities Service officially adopted black, white, and green for its corporate color scheme. The use of black was short-lived, however, and after a few years, the company logo adopted a white and green motif.

Form: House



Figure 5-4. This detail from an ad in the Greenville (TX) Evening Banner illustrates the Tudor Revival-like gas station form associated with Cities Service in the eastern part of Texas during the 1930s.



Identifying Features:

- Steeply pitched cross-gabled roof, with centrally placed gable on front facade
- Brick exterior finish
- Company logo embedded in front and side gable ends
- Single-door entrance centrally placed under front gable
- Large display windows on either side of entrance
- Tudor Revival stylistic influences

Conoco

1930 – 1940



Continental Oil Company, which sold gas under the Conoco brand name, grew out of Standard Oil Company's Rocky Mountain reserves. Continental built the first filling station in the West in 1909 and invested in a fleet of delivery trucks to distribute its gasoline across the Rocky Mountain area. By the 1930s, the company grew, and expanded from a few stations around Denver and southern Nebraska to more than 1,000 across the Southwest. Continental became an amalgam of a number of companies including Dutch interests, the Mutual Oil Company, Texhoma Oil Company, and the Marland Oil Company of Ponca City, Oklahoma. The earliest service stations constructed in Texas were house forms with Tudor Revival stylistic influences. Cross-gables with a steep pitch and a faux chimney were the most prevalent features of this design. By the late 1930s, Conoco introduced new gas station designs that reflected the popularity of the Art Deco and Streamlined Moderne styles at that time. These stations used the oblong box with canopy form.



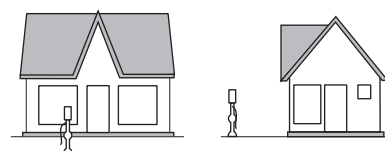
Figure 5-5. Approximate distribution of Conoco/Continental gas stations in the 1930s shown in gray.

The corporate logo featured an inverted red equilateral triangle with a white inset. A horizontal red bar with the company's name in white block letters. This design was adapted from the previously developed logo of Marland Oil Company.

Form: House



Figure 5-6. This c. 1930 Conoco gas station, once located in Wichita, Kansas, is a good example of the Tudor-style Conoco used in the early 1930s.



Identifying Features:

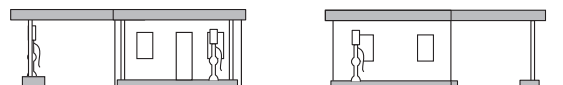
- Steeply pitched cross-gabled roof, front-facing gable is off-center
- Stucco or brick exterior surface, sometimes with stone around entry
- Service bays with overhead sliding doors
- Interior faux brick chimney
- Narrow vents in gable ends
- Gas-pump island
- Tudor Revival stylistic influences



Form: Oblong Box with Canopy (Art Deco)



Figure 5-7. This late-1930s Conoco station, once located in Houston, exhibits Art Deco stylistic influences.



Identifying Features:

- Flat roof
- Stucco or poured concrete exterior finish
- Canopies extend from base of parapet and have rounded corners and two recessed bands with broad parapet
- Some examples have two canopies
- Metal posts support canopy, although some examples have cantilevered canopies
- Services bays extend from side of office
- Single-door entrance with transom; doorway slightly inset within wall
- Broad horizontal bands evenly spaced across façades
- Geometric detailing above service bay doors and sometimes in a frieze along parapet
- Art Deco stylistic influences

Form: Oblong Box with Canopy (Streamlined Moderne)



Figure 5-8. This style of Conoco stations, constructed in the late 1930s, reflects the influence of the Streamlined Moderne style of architecture.



Identifying Features:

- Location on a prominent corner as to provide access from two streets
- Flat roof
- Brick exterior finish
- Triangular-shaped canopies with rounded corners that extend from each side of office, over entries
- Slender metal posts support canopy
- Posts typically have concentric rings as capitals
- Separate service bays on opposite sides, each with curved corners
- Single-door entrances with operable (awning) transoms
- Metal-frame display windows and transoms in rounded office
- Bathrooms with single-entry door and a small oculus window
- Broad horizontal bands evenly spaced across façades
- Green tile with red trim along base of office
- Streamlined Moderne stylistic influences



In the 1930s, Gulf successfully extended its market throughout the Southeast, Midwest, and Northeast United States. The stations built during this period typically used the oblong box with canopy form. The company developed new gas station designs that featured architectural detailing indicative of the Art Deco style that included a smooth stucco exterior finish with prominent horizontal and vertical lines. In response to Texaco's success with the Teague-designed stations of the same era, Gulf introduced a new gas station form in 1937 that has come to be known as the icebox. This design reflected the Streamline Moderne style of architecture with its smooth porcelain enamel paneling and rounded corners.

Gulf became one of the largest oil and gas companies in Texas and operated stations in most of the state's large cities.

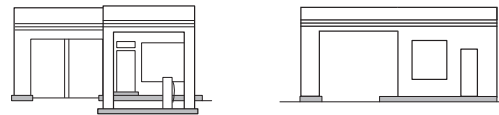


Figure 5-9. Approximate distribution of Gulf gas stations in the 1930s shown in gray.

Form: Oblong Box with Canopy (Art Deco Design Variation 1)



Figure 5-10. During the early 1930s, Gulf gas stations were typically an oblong box with a flat roof. Its smooth finish and clean lines demonstrate a strong influence of the Art Deco style. This example was once located at the corner of Madison Street and Elm Street in Waxahachie.



Identifying Features:

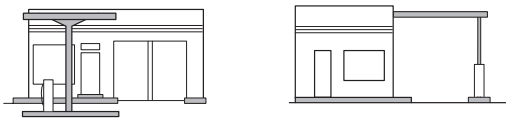
- Flat roof
- Smooth stucco exterior finish
- Thick, square corner piers at corners of canopy
- Three vertical ribbed lines in the stucco finish of the columns and office
- Canopy extends from office
- Single-door entrance with transom
- Large display windows
- Art Deco style



Form: Oblong Box with Canopy (Art Deco Design Variation 2)



Figure 5-11. This gas station is representative of another design that Gulf built during the period. It, too, features a smooth stucco finish and prominent vertical and horizontal lines; however, its distinctive feature is the single column that supports the canopy. The location of this gas station is not known.



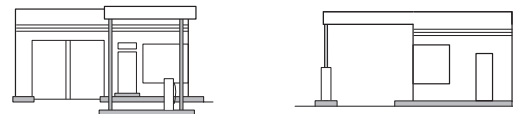
Identifying Features:

- Flat roof with small chimney
- Smooth stucco exterior finish
- Canopy extends from office
- Single and centrally placed column supports canopy; column has vertical scoring in stucco finish and triangular bracket, a signature feature of this gas station type
- Single-door entrance with transom
- Large display windows
- Clean Art Deco lines in the form of scored/ribbed vertical and horizontal lines in the stucco finish of the columns and the canopy
- Art Deco style

Form: Oblong Box with Canopy (Streamlined Moderne Design)



Figure 5-12. After 1937, Gulf developed the “icebox,” a building based on the oblong box type. This example was once located at 770 Airport Boulevard in Austin.



Identifying Features:

- Clean Streamlined Moderne lines, known as the “icebox”
- Flat roof with rounded edges along parapet
- White porcelain enamel panel exterior
- Canopy projects from office
- Metal poles support canopy
- Multiple service bays with multi-light glass doors
- Single-door entrance with transom
- Large display windows with transoms
- Rounded corners are a signature element
- Three blue bands extend around building, between window/door openings and roof
- Streamlined Moderne style



The building campaign that Humble initiated in the late 1920s continued into the early 1930s despite a downturn in the nation's economy. Many of the gas stations that the company constructed during the Great Depression were based on designs and forms introduced in the previous decade. Humble gas stations became increasingly common in urban areas along the state's evolving highway network and typically displayed the distinctive hipped roof that became a symbol of Humble gas stations from the period. The octagonal form, with its elongated building footprint and highlighted in the previous decade narrative, continued to be built, but Humble also constructed other similar gas stations that were smaller in size and less elaborately detailed. They still retained many of the features of the previous design, including a hipped roof, stucco finish, pilasters, and blue tilework along the building's base.

By 1938, the company introduced a new corporate logo and signage in the form of white lettering in a red oval trimmed in blue.

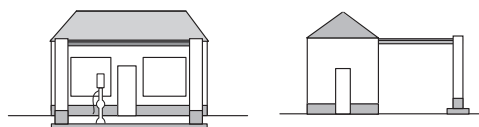


Figure 5-13. Approximate distribution of Humble gas stations in the 1930s shown in gray.

Form: Oblong Box with Canopy



Figure 5-14. At an unknown location in Texas, this gas station is an example of a form that Humble built throughout much of Texas. It is a stylistically simplified version of the octagonal form that John Staub introduced in 1927.



Identifying Features:

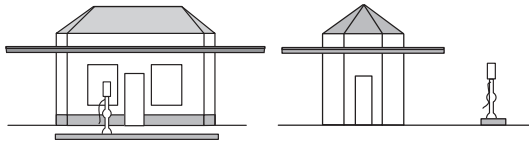
- Smaller footprint than previous design with only four sides
- Hipped roof with metal covering
- Flat-roofed canopy extends from base of hipped roof over entry
- Large box-like columns with stucco finish support canopy at each corner
- Angled metal columns may be present instead of box-like columns
- Stucco or brick exterior finish
- Centrally placed single-door entry; set with pediment and pilaster-like framing
- Large display windows with wood frames
- Circular logo often embedded in stucco above main and side doors
- Frequent use of blue tile around base of building and window surrounds
- Stuccoed pilasters with tiled base/pedestal and decorative tilework at top
- Art Deco/Spanish Colonial Revival stylistic influences



Form: Oblong Box with or without Canopy (Small Octagonal Version)



Figure 5-15. This gas station in Palestine exemplifies a small version of the octagonal form introduced in 1927.



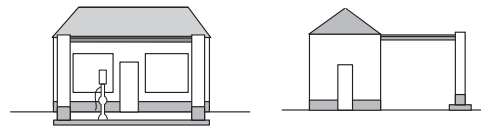
Identifying Features:

- Smaller footprint with eight-sides; mimics larger building in form and style
- Hipped roof with metal covering
- Flat roofed cantilevered canopy extends around building
- Stucco or brick exterior finish
- Centrally placed single-door entry; set with pediment and pilaster-like framing
- Large display windows flank primary entry
- Circular company logo above main and side doors
- Pilasters surround building
- Exposed gas-pump island

Form: Oblong Box with or without Canopy (Smallest Version)



Figure 5-16. This Humble station in Port Lavaca shows another station form the company used in the 1930s. It retains the hipped roof form of other designs, but featured less elaborate detailing.



Identifying Features:

- Smallest footprint of Humble gas stations from period
- Hipped roof with metal covering
- Brick exterior finish
- Centrally placed single-door entry with transom
- Large display windows with wood frames and transoms or tile
- Frequent use of blue tile around base of building
- If present, a flat-roofed canopy extends from base of hipped roof over entry
- Large box-like brick columns support canopy
- Some examples have a dentil molding on sides and rear of building
- Exposed gas-pump island
- Minimal stylistic detailing

Magnolia

1930 – 1940



Magnolia was absorbed by the Socony-Vacuum Company (Vacuum Oil Company of New York merged with Socony in 1931) in 1925. After the acquisition, Socony-Vacuum, who already marketed gasoline under the name of Mobilgas, adopted Socony's shield and Pegasus as its logo. The shield often hung on a detached pole along a street or highway, and a red Pegasus sometimes appeared affixed to the building. Socony-Vacuum became the first major oil company to seek a modern appearance in its service stations. In 1934, the company hired Norman Bel Geddes, a noted theatrical and industrial designer, to develop a prototype service station. Socony and its distributors were reluctant to adopt the new design, however, finding it too modern and drastic. In the latter part of 1934, the company hired the firm of Frederick G. Frost to develop a new design. Frost's son, Frederick, along with Donald Dodge, designed a series of transitional service stations.



Figure 5-17. Approximate distribution of Magnolia gas stations in the 1930s shown in gray.



Figure 5-18. An advertisement in the Galveston Daily News promoting Mobilgas, which was sold at Magnolia stations.

Clad in stucco or porcelain enamel steel, Frost's models were either built anew or wrapped around an existing building. The new design was modern and streamlined, appearing as a white box with a stepped-roof parapet. In Texas, Magnolia Oil also introduced several regional variations that emphasized the popular Spanish Eclectic influences in residential architectural design. These stations typically were integrated into shopping complexes or set at the intersection of major streets or highways. In addition to the physical changes that abounded in the 1930s, by 1934, all Socony-Vacuum locations, regardless of region, sold gasoline as Mobilgas. The new logo incorporated "Mobilgas" into the basic design.

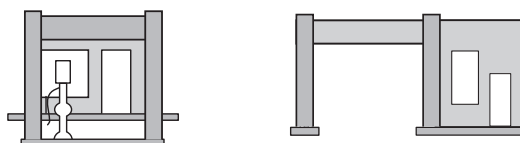
In addition to the new design developed by Frost's firm, Magnolia continued to construct a simplified version of the oblong box with canopy that the company had developed previously. This design retained the same basic form of the previous decade; however, in lieu of tapered columns and a parapet, the 1930s version utilized square columns that extended past the roofline, as well as a flat roof lined with a sailor course of brickwork.



Form: Oblong Box with Canopy (Simplified from Previous Decade)



Figure 5-19. This station, located at 302 Walnut Street in Columbus, is an example of the simplified box with canopy station that Magnolia constructed during the 1930s. The building remains intact with few alternations.



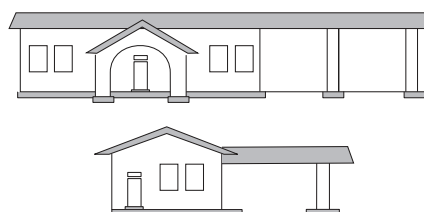
Identifying Features:

- Flat roof with brick parapet and row of soldier course along top
- Brick exterior finish
- Flat-roofed canopy extends from office along same lines and proportions
- Squared brick columns with inset corners/edges support canopy and extend past roofline
- Single-door entry door with two-light transom
- Large display window
- Contrasting color of bricks wraps around the base of office and columns
- Inset panels in parapet provide space for signage
- No distinctive stylistic influences

Form: Oblong Box with Canopy (Spanish Type Variation 1)



Figure 5-20. This station, once located in Houston, is an example of the Spanish Eclectic design often constructed in Texas in the 1930s.



Identifying Features:

- Flat roof with pent roof parapets covered in red terra cotta tiles
- Smooth stucco exterior finish
- Canopy with front-gabled red terra cotta tile roof extends from office
- Large corner piers with round arch support the canopy
- Service bays with bracketed corners
- Single-door entrance with multi-light door
- Multi-light display windows
- Some versions have a raised hexagonal tower supporting a pylon with a red Pegasus horse
- If no tower is present, a large red Pegasus horse is mounted on a pediment over the office
- Spanish Eclectic style

Magnolia

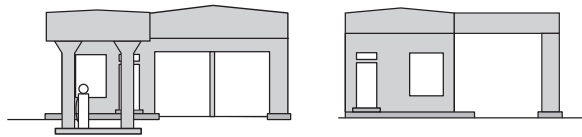
1930 – 1940



Form: Oblong Box with Canopy (Spanish Type Variation 2)



Figure 5-21. This 1938 ad in the Cameron News, announcing the opening of a new gas station, depicts a common form Magnolia built in the 1930s.



Identifying Features:

- Flat roof with slightly pedimented parapet
- Soldier course brickwork along roofline and at base of building
- Brick and stucco exterior finish
- Canopy with low-pitched gabled roof projects from office
- Massive rectangular columns with oversized stylized capitals support canopy
- Service bays to one side of office have overhead paneled doors with glazing
- Single-door entry door with transom
- Large display window with multi-light transoms and vertical muntins
- Spanish Eclectic style

Form: Oblong Box with Drum

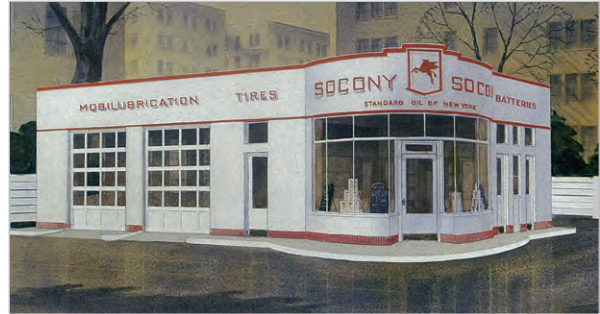
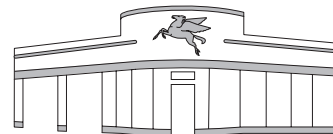


Figure 5-22. Frederick Frost developed this elegant porcelain enamel steel design for Socony-Vacuum in the late 1930s.



Identifying Features:

- Flat roof with a stepped pedimented parapet over main entrance
- Porcelain enamel exterior finish
- Service bays with overhead sliding doors with multi-light glazing
- Rounded "drum" projects from building and marks entrance into office
- Single-door entrance with transom
- Glass wall-like storefront
- Streamlined (Moderne) style

Phillips 66

1930 – 1940



By 1930, the Phillips Petroleum Company operated more than 6,000 service stations in 12 states. The company remained a mid-continent marketer for much of this period, dealing with the varied climates of the region. In 1930, Phillips introduced a gasoline that matched seasonal conditions. The new product boosted sales, as did a new marketing campaign featuring a shield with the red logo "Phillips" on a black band and a black "66" slanted on a lower red field. In its neon version, the shield incorporated a green border. Phillips marketed at gas stations with porcelain curb

signs, building signs and neon shields on raised poles. Gas stations continued to be constructed in the Type B form until 1938; however, they often incorporated service bays or removed the faux chimney.

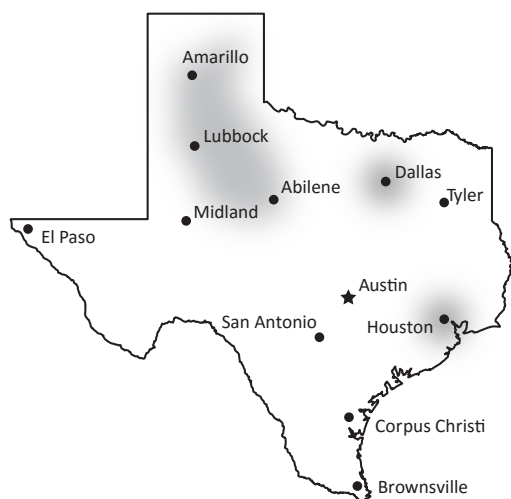


Figure 5-23. Approximate distribution of Phillips 66 gas stations in the 1930s shown in gray.

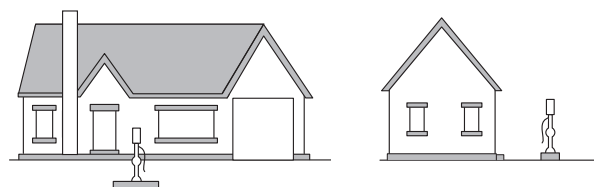
Figure 5-24. This advertisement in the Amarillo Daily News shows Phillips 66 aggressive expansion during the height of the Great Depression. Note the NRA symbol in the upper left-hand corner. The National Relief Administration (NRA) was a federal-aid program enacted during the early years of the Roosevelt administration; however, it was later ruled unconstitutional by the U.S. Supreme Court.



Form: House with Service Bays



Figure 5-25. Many of the stations constructed in the 1930s incorporated service bays into the side of the building, such as this example from an unknown location.



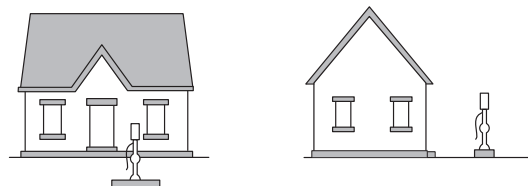
Identifying Features:

- Side-gabled roof over building with small, front gabled extensions over office entry and service bay
- One or more service bays attached to side of building
- Brick or stucco exterior finish
- Segmental-arched single-door entry under front gable
- Multi-light double-hung windows
- Large, fixed display window between office and service bay
- Gasoline pumps separated from office on uncovered gas pump island
- Chimney on front features large "P 66" lettering
- Ocular window in gable ends and chimney
- Tudor Revival style

Form: House



Figure 5-26. In this example from the 1930s, which was once located in Odessa, the faux chimney was removed from the building's design.



Identifying Features:

- Side-gabled roof over building but small, centrally placed gabled extension on front
- Brick or stucco exterior finish
- Single-door entry under front gable
- Multi-light single- or double-hung windows
- Small window openings in gable ends
- Gasoline pumps separated from office on uncovered gas pump island
- Lacks exterior chimney seen in other forms of the era
- Tudor Revival style



Shell's initial infiltration into the Texas market ceased or slowed in the 1930s with the Depression. It significantly withdrew from the gulf coast region leaving its primary interest in Texas north and west of San Antonio. The style of Shell stations during this period was Streamlined Moderne, influenced by the company's headquarters building in San Francisco.

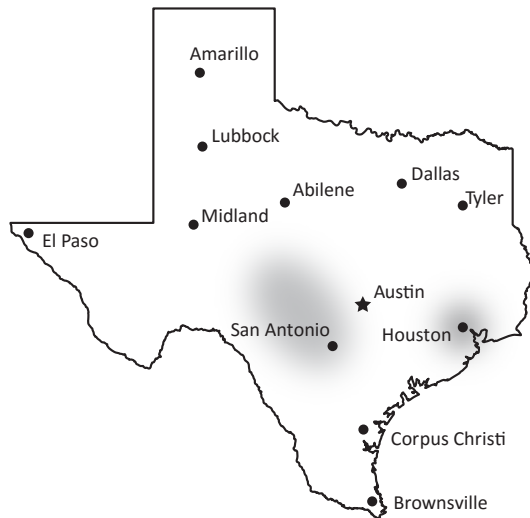
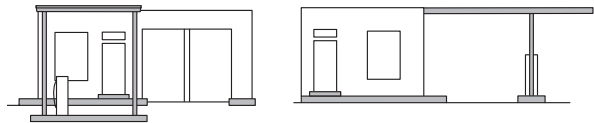


Figure 5-27. Approximate distribution of Shell gas stations in the 1930s shown in gray.

Form: Oblong Box with Canopy



Figure 5-28. This 1934 Shell station mimicked the architectural style of the company's headquarters building in San Francisco.



Identifying Features:

- Flat roof with ribbed parapet that reinforces a horizontal emphasis
- Metal exterior finish in office and clay-tile construction for service bays
- Cantilevered canopy extends from roofline
- Two service bays located on side
- Metal-frame plate-glass door with transom and sidelights
- Large metal-frame windows with horizontal muntins extend across front and side
- Abundant use of glass creates a sense of openness
- Streamlined Moderne style

Sinclair

1930 – 1940



Sinclair Consolidated Oil Company began its development in 1916 under the ownership of Harry Sinclair, as an amalgam of 28 different firms. It marketed gasoline in a handful of southwestern states, including Texas, and by the late 1920s was the seventh largest oil company in the country. In 1930, Sinclair added refineries to its operations after it purchased the Pierce Petroleum Company, a business enterprise that was based in St. Louis, Missouri, but already operated extensively in Texas as the Waters-Pierce Company.

In 1932, Sinclair Consolidated merged with Prairie Oil and Gas Company and Prairie Pipe Line Company, to form Consolidated Oil Corporation. The new company continued to market under the Sinclair brand.

Sinclair service stations developed a very standardized form and architectural style in the 1930s that was used nationwide. Stations featured a distinctive pent roof, typically covered in green tile, and a raised parapet on the canopy that rested on square stucco columns.

Sinclair introduced a large Brontosaurus as its marketing campaign in the 1930s, sometimes incorporating the silhouette of the dinosaur in green or white

portrayed on its signage. The corporate logo of this period featured a round sign with a background of green, "Sinclair" arched across the top, "Gasoline" along the bottom, and the letters "H-C" across the center on a red background. The company introduced the Sinclair HC brand of gasoline in 1926. The "HC" in the logo actually referred to "Houston Concentrate," but sales representatives and advertisers preferred to market the product as "High Compression" gasoline.



Figure 5-29. Approximate distribution of Sinclair gas stations in the 1930s shown in gray.



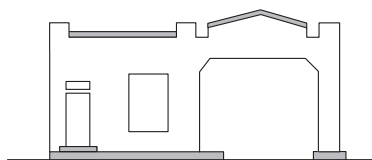
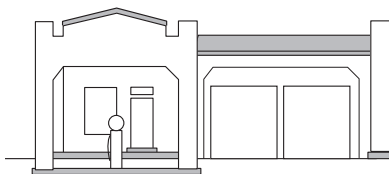
Figure 5-30. Sinclair produced a series of colorful road maps in the 1930s, unique in that they unfolded horizontally into five panels, as seen in the example to the left.



Form: Oblong Box with Canopy



Figure 5-31. This 1930s Sinclair gas station, located at 520 W. 6th St in Austin, reflects the Mission style with its stucco walls and decorative tile elements on the canopy.



Identifying Features:

- Flat roof with pent roof parapets covered in green tile
- Smooth stucco exterior finish
- Canopy with decorative tile or other decorative elements
- Larger corner columns with brackets support canopy
- Pedimented parapets on canopy, featuring rectangular signage on each elevation
- Service bays extend from side of office
- Single-door entrance with multi-light transom
- Display window with multi-light transom
- Variations of size depended on site location factors; highway sites were typically larger and more complex than those found in town
- Mission or Spanish Eclectic stylistic influences

Texaco

1930 – 1940



The Texas Company, also known as Texaco, relocated its headquarters to the Chrysler Building in Manhattan in 1930. That same year it also introduced Texaco Golden Motor Oil to the market. In 1932, the company unveiled a new product, Texaco Fire Chief Gasoline, which offered a higher octane level than the previously sold gasoline. This new product was sold through some 40,000 outlets nationwide. Establishing a national presence, the company began to sponsor radio shows by Ed Wynn.

In the mid-1930s, The Texas Company initiated a new marketing research component to update its logo and signage with a corporate-identified service station. The company hired Walter Dorwin Teague, one of the nation's leading industrial designers, to provide five variations (Types A through E) of a Streamlined Moderne-style station (Type EM) design executed in porcelain enamel panels. Each variation was modified to a different lot configuration with different uses of

the canopy. Teague also designed a "banjo" shaped sign that identified the company to the motorist. Texaco continued to build gas stations based on Teague's designs into the 1950s.



Figure 5-32. Approximate distribution of Texas Company/Texaco gas stations in the 1930s shown in gray.



Figure 5-33. This is Texaco advertisement appeared in a 1930 edition of the San Antonio Light.

Texaco

1930 – 1940



Teague Gas Station Design Variations:

Type A: Oblong box with island canopy and two service bays.

Type B: Oblong box with an angled office corner, a single canopy, and two to three service bays. (Designed for corner lots.)

Type C: Oblong box with single canopy projecting from the main block and two service bays (most common).

Type D: Oblong box with canopy flush with the main block and with one or two service bays (common form).

Type E: Oblong box. Smallest version with only one room.

- Separate pump islands may have been included, sometimes placed perpendicular to the oblong box and canopy, with “Texaco” stretched across the top of the island canopy
- Large, glazed, overhead service doors
- Large round sign on single square column, “banjo” shaped, containing the five-pointed red star emblem with a green “T” and “Texaco” written and lighted
- Streamlined Moderne (industrial, machine-made) style

Identifying Features:

- Flat roof
- White porcelain enamel steel panels (rarely stucco or wood)
- Parallel, rounded forms project across the canopy and serve as a back-lit space for signage
- Three green bands around the building above the display and service bay doors
- Single red stars on the upper part of each façade
- Large metal windows that open to the office/showroom and service areas
- Small metal columns support the canopy

Oblong Box with Detached Canopy

TYPE A

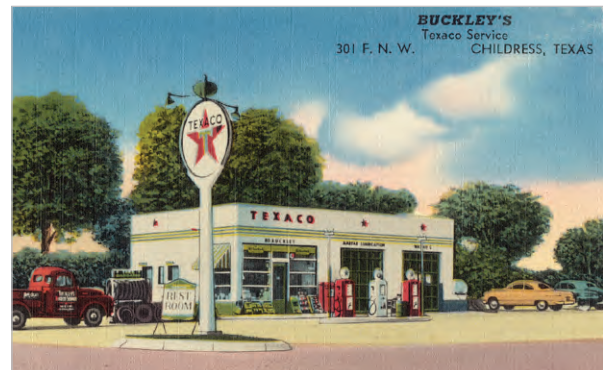
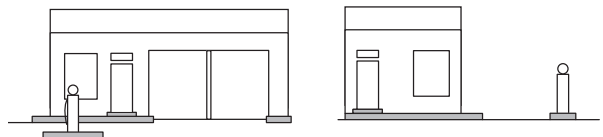


Figure 5-34. A postcard from Childress illustrating a Texaco station based on Teague's Type A design.





Oblong Box with Canopy

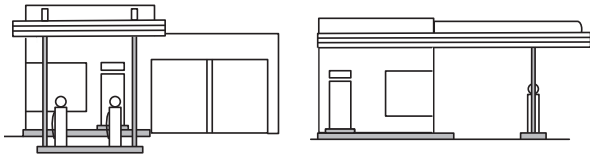
TYPE B and TYPE C



Figure 5-35. This station, located in Houston, depicts a Type B Texaco station. Its distinctive feature is the angled window at the corner of the office. This type was designed to be built on a corner lot.



File 5-36. This Type C form is similar to the gas station design (Type B) in the top image but has a slightly wider building footprint and the office has a conventional right-angled corner.

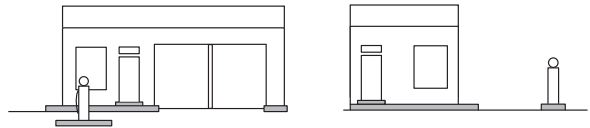


Oblong Box

TYPE D



Figure 5-37. Another example of Teague's 1930s design, this Type D Texaco station features a canopy that is flush with the main block.



Oblong Box with Canopy

TYPE E



Figure 5-38. This station, also located in Houston, is an example that demonstrates the rare Type E station.

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6. World War II – Postwar Emergence

1940 – 1950

In the early 1940s, the country turned its attention to the needs of mobilization and active involvement in World War II. Gas rationing, as well as limitations on materials, preempted developments in roadside businesses. As a consequence, gasoline companies moved toward strengthening customer loyalty by introducing special products or services for the automobile.

Many gasoline companies continued their efforts toward standardization across the country of corporate logos, colors, and services, by hiring full-time “marketing engineers,” who acted as architect designers, thus guaranteeing consistency. The introduction of the International Style began to influence gas station architecture with its use of steel-frame construction and aluminum siding. These innovations replaced traditional wood-framed stations and brick veneers and gave gas stations of the era a more modern look and feel. Porcelain enamel exteriors predominated in this period and allowed for bright colors to be incorporated in the building design. Gasoline pumps became shorter, squarer, and stood on up to two service islands. Furthermore, some gas stations were well-lit to allow 24-hour sales and service.

The nation did not fully make the transition to a peacetime economy until the late 1940s, as the enduring effects of war affected the availability of



Figure 6-1. This advertisement is representative of how gas companies supported the war and reminded customers that fuel shortages at home contributed to an Allied victory.

materials, supplies, and consumer-based goods and services. As the nation redirected its efforts and began a period of unprecedented growth and prosperity, demands for gasoline rose and corporate oil operations increased production. This trend further spurred the proliferation of gas stations and expanded the concepts of marketing and advertising.

In 1947, an independent operator by the name of George Urich introduced the first self-service station in Los Angeles, California. *Life* magazine hailed the new station as a “Gas-A-Teria,” and within one year,

25 more stations were opened within the city. While largely attractive in high volume areas, the self-service stations threatened many companies across the country and faced a rocky start in other communities. Nevertheless, self-service stations became popular for independent owners who gradually moved away from the “service” side of gas stations. This trend continued to develop and gain momentum in subsequent decades.

*The term **self-service** developed in the late 1940s referring to a gas station that allowed a customer to pump their own gas. After its introduction, many stations converted all or part of their pumps to self-service. This led to a decrease in the overall cost of operation, which was passed onto customers in the form of discounted gasoline prices.*

Chevron

1940 – 1950



The Standard Oil Company of California was part of the 1911 break-up of Standard Oil by the federal government under the Sherman Antitrust Act. Under terms of the breakup, Standard Oil of California could use the Standard name only in its original geographic location of the Pacific Coast States, Nevada, and Arizona. Outside of those areas, the company was required to use a different name, and chose the retail brand name of Chevron.

Chevron extended its market service area into Texas by the late 1940s, and early stations featured an oblong box with or without a canopy. Like many other gas stations of the era, signage often appeared as a freestanding sign with a red, white, and blue chevron topped by the brand name.

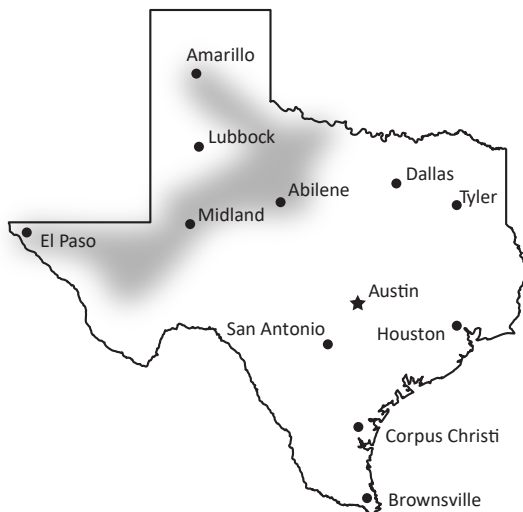


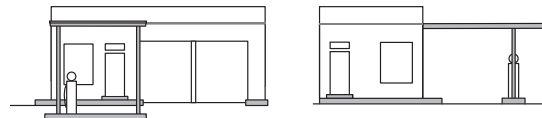
Figure 6-2. Approximate distribution of Chevron gas stations in the 1940s shown in gray.

Form: Oblong Box with or without Canopy

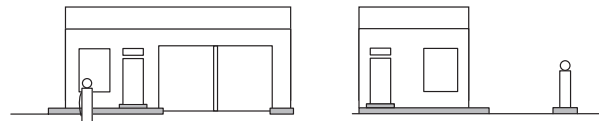


Figure 6-3. This is an example of the oblong box with canopy that Chevron frequently used in the 1940s. This station was in an unknown location in Wichita Falls.

With Canopy



Without Canopy



Identifying Features:

- Flat roof and unadorned parapet
- Smooth stucco finish
- Rounded corners and parapet common in some examples
- Canopy, if present, extends from base of parapet and often has rounded corners
- Narrow metal poles support canopy
- One or two service bays
- Single-door entrance with transom
- Large plate glass windows with transoms
- Simplistic building with little ornamentation
- Moderne style influences

Cities Service

1940 – 1950



The 1940s marked a pivotal time for the Bartlesville, Oklahoma-based Cities Service Company. The firm continued to own and operate a variety of businesses that included public utilities companies that served different-sized municipalities, as well as drilling and refining enterprises. However, the firm's most profitable operations involved the natural gas and petroleum industries. During the Great Depression, Congress passed a series of regulatory acts that sought to increase competition in the public utilities sector, especially those that extended across multiple states. The Public Utilities Holding Company Act of 1935 directly affected Cities Service, and in 1940, a federal court ruling required Cities Service to divest itself from the more than 200 public utility companies it owned. The company subsequently redirected its attention to its petroleum-based operations and remained profitable. The divestiture process extended through much of the decade and inhibited expansion of the company's retail gasoline sales business. Cities Service continued to own and lease gas stations throughout Texas but built few new facilities during the period.



Figure 6-4. Approximate distribution of Cities Service gas stations in the 1940s shown in gray.

Figure 6-5. As the company worked through a difficult divestiture process, Cities Service experienced little growth during the 1940s and invested little in advertising. Most ads in Texas newspapers contained few graphics; however, this ad in a 1949 edition of the Honey Grove Signal Citizen is a rare example of a company-sponsored advertisement that promoted Cities Service stations.



By 1940, Continental Oil Company operated Texas stations from El Paso to Marshall, and south around San Antonio and Houston. The company's absorption of Marland Oil Company in 1929 brought additional service outlets along the East Coast, and enabled the company to market its products nationwide under the "Conoco" name. The company operated refineries in Wichita Falls, Texas, and in Lake Charles, Louisiana.

The Continental Oil Company continued the use of its Streamlined Moderne service station design into the 1940s, but at the end of the decade, Conoco introduced a new design that was based on the oblong box form. This design presented a more box-like shape with hard edges that contrasted the curved features of the company's Art Deco-inspired gas stations of the 1930s. The canopy, however, continued to make use of curved corners. These new buildings utilized concrete block construction that was painted a bright white and expressed a modern look for the now widely distributed product line.

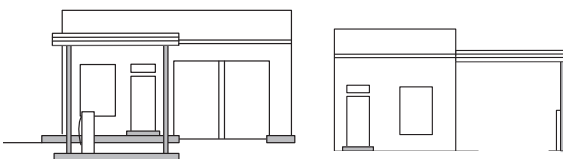


Figure 6-6. Approximate distribution of Conoco/Continental gas stations in the 1940s shown in gray.

Form: Oblong Box with Canopy



Figure 6-7. Once located in Houston, this is a rare example of a late 1940s Conoco building with a projecting canopy.



Identifying Features:

- Flat roof
- Porcelain enameled panels
- Canopy with rounded corners extends from office just above transoms
- Metal posts support canopy
- Multiple service bays with overhead sliding doors
- Single-door entrance with transom
- Large display glass windows
- Red, gold, and orange bands extend around canopy and on main building directly above service bays, office windows, and main entrance
- Modern or International style



Headquartered in the Gulf Building in Houston, the Gulf Oil Company operated service stations in more than 30 states under the Gulf brand by the 1940s. The company also operated in a dozen other states and Canada under the names Union Oil 76 and British American (BA). In the post-World War II years, Gulf continued to expand its market territory into the Rocky Mountain states and California.

During these postwar years, Gulf continued the use of its “icebox” design. Although most of the company’s gas stations used the oblong box form, Gulf also built gas stations that presented a slightly varied massing and form that included angled corner entries and multiple canopies.

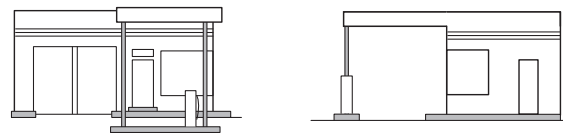


Figure 6-8. Approximate distribution of Gulf gas stations in the 1940s shown in gray.

Form: Oblong Box with Canopy



Figure 6-9. This ca. 1945 Gulf station, located at 501 N Oak Street in Mineral Wells, exhibits an angled entry.



Identifying Features:

- Flat roof with unadorned parapet and rounded edges and corners
- White porcelain enamel finish
- Canopy extends from top of roofline
- Metal pole supports
- Multiple service bays with multi-light glass doors
- Service bays are separated by a vertical column of fixed, multi-light windows
- Single-door entrance with transom is placed in angled corner
- Glass wall with windows and transoms with horizontal muntins create openness
- Rounded corners are a signature element
- Blue banding extends around building, just above window/door openings
- Streamlined (Moderne) style



Following increased war-time demand and production, Humble became the largest domestic producer of crude oil in the 1940s. By the end of 1949, the company operated 9,928 oil wells. As its production and refining capacity increased, the company also embarked on a new building program in the postwar era that introduced a new generation of gas station design. Humble service stations followed an industry-wide trend to follow a Modern-style oblong box form, usually with a canopy. Common exterior finishes included porcelain enamel panels or stucco that included a red-and-blue band just below the roofline. Large display windows often dominated a corner, and service bays featured glazed overhead doors. The company also adopted a new marketing strategy when it began to place “Happy Motoring” written in script above service bays or on the side of the gas station.

Branding included a white enamel oval with a blue border and “HUMBLE” in red lettering. Whether in neon or illuminated by floodlights, the signage bore the strong lettering of the company.



Figure 6-10. Approximate distribution of Humble gas stations in the 1940s shown in gray.

Form: Oblong Box with or without Canopy

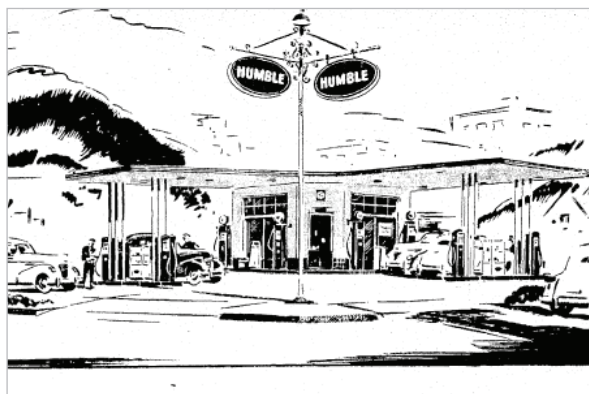
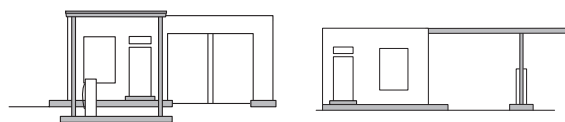
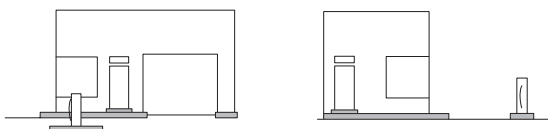


Figure 6-11. This Humble station, located in Corpus Christi, is an example of the Modern style common in the 1940s.

With Canopy



Without Canopy



Identifying Features:

- Flat roof
- Porcelain enamel, stucco, or brick exterior finish
- Canopy projects from office
- Narrow metal columns support canopy
- Single-entry door
- Large glazed display area at the office/showroom
- Modern style

Magnolia (Mobilgas)

1940 – 1950



In the 1940s, Socony-Vacuum, which owned Magnolia gas stations and sold fuel as Mobilgas, appeared more comfortable with the modern designs used in commercial buildings. During this era, the company expanded use of Frederick Frost's "drum design," based on the shape of an oil can, which used a half-cylinder shape for a sales and display room. During the war, this design proliferated across the country and set the tone for the company's stations in the postwar years.

The company also introduced a gas station that dropped the "drum design." This oblong box, which was constructed both with and without a canopy, incorporated bays and often featured Magnolia's Pegasus flying horse mascot along the flat roof line.



Figure 6-12. Approximate distribution of Magnolia gas stations in the 1940s shown in gray.

Form: Oblong Box with Drum

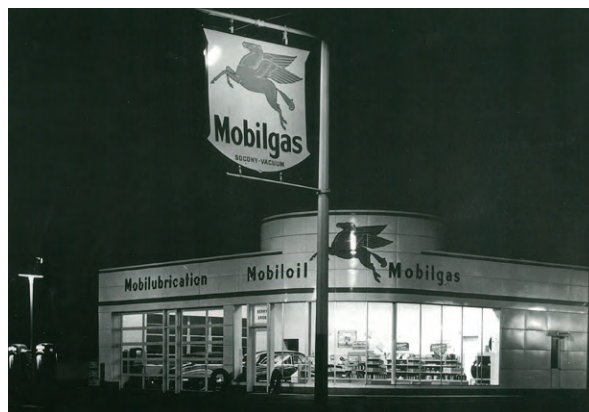
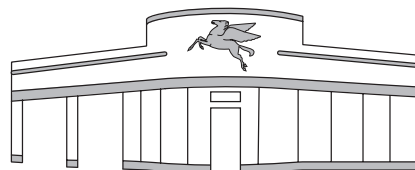


Figure 6-13. Frederick Frost developed the drum prototype for Socony-Vacuum before World War II, and its use was continued into the 1940s.



Identifying Features:

- Flat roof with large cylinder-like feature at front corner of building
- White porcelain enamel exterior finish
- Service bays on side of building
- Overhead sliding doors with glazing
- A large set of curved windows and band of transoms at base of drum
- Single-door entry with transom on side of building, next to service bays
- Ocular windows on either side of storefront bay
- Use of red accent trim as company branding
- Pegasus logo on front parapet
- Modern style

Magnolia (Mobilgas)

1940 – 1950



Form: Oblong Box with or without Canopy

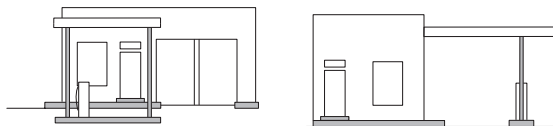


Figure 6-14. During the 1940s, many Magnolia stations adopted the oblong box form with or without a canopy, such as this station once located in the Fort Worth area.

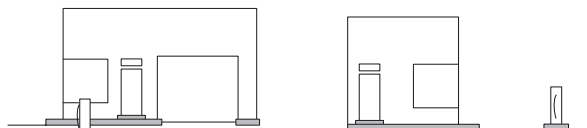
Identifying Features:

- Flat roof with horizontal band in parapet
- Stucco or porcelain enamel finish
- Canopy, if present, is flush with roofline and extends from office
- Canopy has rounded corners
- Narrow metal poles support canopy
- Service bays extend on side of office
- Centrally located single-door entry with transom
- Large fixed-glass windows that extend to side present a glass wall effect
- Evenly spaced ribbing in brickwork across front and sides
- Three red and white bands extend around the roofline and canopy
- Modern style

With Canopy



Without Canopy



Phillips 66

1940 – 1950



The Phillips Petroleum Company prided itself on its research and development of petroleum products, adding an Alkylation process for making high-octane gasoline in 1940. This process improved Phillips' gasoline product and set the company apart from many competitors. In 1947, the Phillips Petroleum Company purchased Wasatch Oil Company, extending its market to Utah, Montana, and Washington. The purchase allowed the company to expand across the South, the Midwest, and to the East Coast. Phillips Petroleum continued with the company's interest in residential styles, but allowed for larger buildings and more service areas.

In 1938, Phillips 66 abandoned the Type B Cottage-style station it had used since 1927 and introduced more conventional gas station designs based on the oblong box form, with or without a canopy. The large chimney that was so prevalent in the company's earlier gas stations endured; however, this architectural

element became less prominent and typically was a small interior chimney located above the office. This feature helps to identify gas stations affiliated with Phillips 66.



Figure 6-15. Approximate distribution of Phillips 66 gas stations in the 1940s shown in gray.



Figure 6-16. This image shows the color scheme Phillips 66 adopted during the 1950s. In the next decade, the company changed to a more vibrant red-and-white color scheme.

Phillips 66

1940 – 1950



Form: Oblong Box with or without Canopy

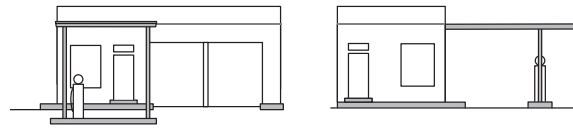


Figure 6-17. Phillips 66 stations were constructed as non-descript oblong boxes with a small faux chimney in the 1940s, as seen in this example from Kansas City, Missouri.

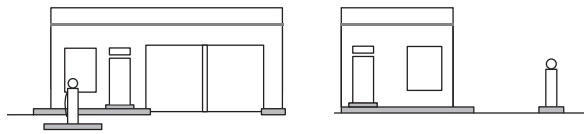


Figure 6-18. This Phillips 66 station, once located in Houston, is an example of the oblong box with canopy constructed during the 1940s.

With Canopy



Without Canopy



Identifying Features:

- Flat roof with a parapet
- Non-descript oblong box
- Large plate glass display windows wrap around office
- Single-door entry topped by transom
- Three widely spaced horizontal bands above service bays and office
- Multiple service bays
- Small, interior faux chimney located above office
- If present, canopy has flat roof with square corners and metal pole supports
- Stucco, brick, and/or concrete block exterior finish
- No stylistic influences



After World War II, Shell returned to its expansionist market everywhere but Texas. It upgraded its gasoline stations by introducing a new prototype, and adopting the common oblong box form. This new design featured a cantilevered ledge above the office to hold the blocked letters of “Shell.” In addition, the new design featured a column dividing the office from the service bays. This column continued above the roofline and included angled sides that were used to display the distinctive Shell logo to motorists approaching the gas station from either direction. Gas station operators also used a pole near the road or highway to hang the Shell company sign in a fashion similar to other gas companies. However, in 1947, Shell introduced the first internally-lit sign, also mounted on a pole along the highway. The company’s logo featured a yellow Pecten shell with red trim. Reportedly, Shell’s decision to use that color scheme can be traced to the company’s expansion into California. Seeking to stand out from its competitor, Shell chose colors from the Spanish flag that harkened back to the state’s colonial heritage. The logo has evolved over time, but it remains one of the most recognizable corporate logos in the world.

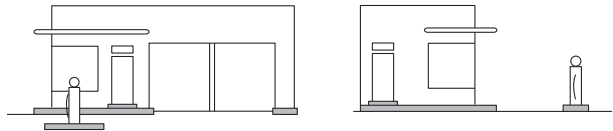


Figure 6-19. Approximate distribution of Shell gas stations in the 1940s shown in gray.

Form: Oblong Box



Figure 6-20. Shell stations in the 1940s were typically the oblong box form and the service areas featured large, overhead glazed doors.



Identifying Features:

- Flat roof with unadorned parapet
- White porcelain enamel exterior finish
- Large vertical element with angled walls extends from roof and is visible to passing traffic; large company logo is located on each side of vertical extension
- Exposed gas-pump island with free-standing light
- Service bays with overhead sliding doors with glazed lights
- Single-door entrance with large transom
- Large plate-glass display windows
- Short cantilevered canopy extends across office and restrooms on side; company name spelled out with free-standing letters on canopy
- Modern style

Sinclair

1940 – 1950



In 1943, the Sinclair Consolidated Oil Company changed its name to Sinclair Oil Corporation, a previously used name in some parts of the country. The company continued to construct the stucco Mission-influenced gas station design through the mid-1940s, especially east of the Rocky Mountains. After World War II, however, Sinclair introduced a more modern design of an oblong box, with and without canopies. As the nation's highway system expanded in the post-war era, Sinclair built hundreds of new buildings using the oblong box form. These highway sites usually incorporated a free-standing sign with green and white round, porcelain enamel that contained "H-C" in black or white. In some cases, the large brontosaurus, first introduced in the 1930s, was combined with the "Sinclair" signage on the building or as an outline atop of the free-standing sign.



Figure 6-21. Approximate distribution of Sinclair gas stations in the 1940s shown in gray.

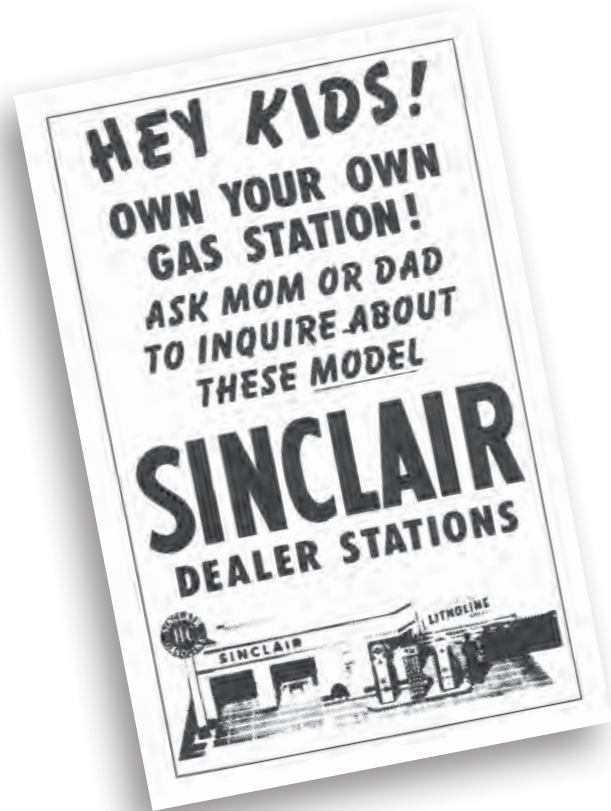


Figure 6-22. In the 1940s, Sinclair offered a variety of toys for children, including the above clever promotion.

Sinclair

1940 – 1950



Form: Oblong Box with or without Canopy

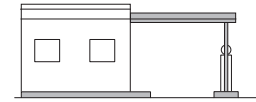
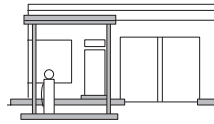


Figure 6-23. A large, green brontosaurus often marked Sinclair stations built in the 1940s, as seen in this example of an oblong box with detached canopy.

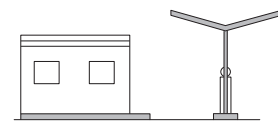
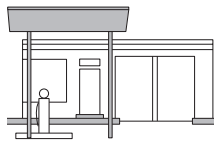


Figure 6-24. This Sinclair station, once located in Dallas, is an example of an oblong box with canopy.

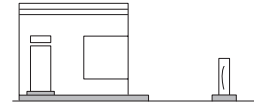
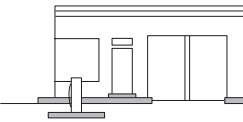
With Canopy



With Detached Canopy



Without Canopy



Identifying Features:

- Flat roof, sometimes with raised parapet
- Roofline of office is lower than that of service area
- Smooth stucco exterior finish
- Canopy, if present, has rounded corners and single green band in center of fascia
- Narrow metal poles support canopy
- Service bays with multi-light windows in the upper part of overhead doors
- Single-door entrance with multi-light transom
- Large plate glass windows
- Use of widely spaced green bands on wall surface above service and window openings
- Modern style

Texaco

1940 – 1950



In December 1940, the Texas Company began to sponsor the Metropolitan Opera, which was broadcast from New York City by radio across the country. The now nationwide oil company continued to rely principally on its Teague-designed service stations as the basis for most of its retail sales operations, but began to redirect its efforts to support the war effort. In 1942, the company joined 10 other oil companies to organize the War Emergency Pipelines, referred to as the “Big Inch” and “Little Big Inch,” for the Petroleum Administration for War. A year later, The Texas Company, along with seven other gasoline companies, established the War Emergency Tankers, Inc. This group was responsible for organizing and operating ocean-going tankers for the U.S. War Shipping Administration.



Figure 6-25. Approximate distribution of Texas Company/Texaco gas stations in the 1940s shown in gray.

After the war, the Texas Company, like most other major oil companies, began to turn its focus onto peace-time marketing and operations and continued to use the Teague-design gas station design for new construction. For examples of Texaco gas stations built in the 1940s, please refer back to the 1930-1940 period.



Figure 6-26. During the 1940s, gas companies often printed color ads in popular magazines such as Life and Look to reach a broad audience. This is an example of a Texaco ad from 1941.

7. Modern Design/International Influences

1950 – 1970

In the 1950s, gasoline companies and their service stations entered the Modern era. New designs tended toward exposed steel frames, increased use of glass, and flat roofs and canopies that reflected the ideas promoted by such influential architects as Mies van der Rohe and Walter Gropius. Known as the International style, this movement advocated the construction of buildings with minimal amounts of applied architectural ornamentation and embellishment. Gas companies embraced the style and introduced a new generation of gas station designs.

By 1960, concrete block, acrylic, and vinyl with translucent Plexiglas became the norm for construction but the use of such new materials, along with the enduring popularity of porcelain met more and more resistance from local planning and zoning commissions in urban areas. They promoted gas station designs that were more compatible with the postwar housing boom that affected so much of the country. Shell introduced its first Ranch style gas station in 1960 at Millbrae, California, and the design soon found its way into Texas. Other gas companies developed similar residential-like stations. Shell also introduced a projecting canopy, while Mobil, the successor to Magnolia, simplified its structures into clean crisp shapes. The International Style, still preferred in corporate America, found its place along the roadside in increasing numbers among independents, as well as major corporate stations.

Business practices also changed during this era as gas station owners and operators offered customers more choices. Besides selling multiple grades of gasoline and maintaining a more extensive inventory of automobile-related products at their stations, gas

companies embraced new marketing campaigns to increase sales. They offered free merchandise and services such as more elaborate road maps and guidebooks, drinking glasses, trading stamps, car washes and even trinkets. As Americans traveled more in the post-World War II years, a greater emphasis followed for clean restrooms and family facilities. By the 1960s, the gas station in Texas reached a formal, sophisticated design that reflected the highly competitive marketplace and modern preferences of the traveling public.



Figure 7-1. During the 1960s, gas stations employed a variety of marketing ploys, as seen in this photo of a Phillips 66 promotion.



Figure 7-2. Clean restrooms were a selling point for gas companies in the 1960s featuring promotions such as posting an “award” on the gas station building.



In 1946, Standard Oil of California (Socal) launched a new marketing strategy. Company-owned stations located within the original five-state region within the western United States retained the original Standard name with the blue, white, and red Chevron sign and color scheme. Independently owned stations selling company-supplied gasoline, however, were renamed Chevron. These stations featured a cream and green gas station color scheme and a mauve sign without the Chevron logo. The only common physical traits between the two station types were the Chevron and Chevron Supreme blue and white discs on the gas pumps that differentiated between the different grades of gas. By the mid-1950s, Chevron dropped the blue and white discs on the gas pumps and instead introduced new pump colors, including red for regular gas and blue for premium.

The company expanded operations within Texas as early as the 1950s, just as the company introduced a new International-style station design with a canopy and a wide sign. This station design continued to be used until the late 1960s.

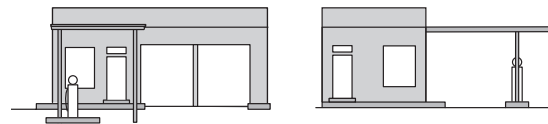


Figure 7-3. Approximate distribution of Chevron gas stations in the 1950s and 1960s shown in gray.

Form: Oblong Box with Canopy



Figure 7-4. This 1956 ad shows the new Chevron station design of the 1950s, with a canopy and a wide sign that extends above the roof and rests on a standard at the detached gas pumps.



Identifying Features:

- Flat roof
- Brick or stucco finish
- Canopy extends from roofline at office and has right-angle corners
- Metal poles support canopy
- Two or three service bays
- Single-door entrance with fixed transom
- Large plate glass windows and fixed horizontal transoms
- Outward sloping wall extends from side of office and last service bay on front
- Deep eaves on side and front
- International style

Cities Service/Citgo

1950 – 1970



In the early 1950s, Cities Service introduced a two-part, stepped service station design in which the service bays were higher than the office. It was an utilitarian design that provided the necessary height for the installation of hydraulic lifts to service automobiles. Other gas companies also adopted this design, which became popular for much of the 1950s and early 1960s.

In 1965, the company changed its marketing brand to Citgo; however, despite its growth and presence across the country, the Citgo brand never reached the level of identification achieved by most other companies. After the new branding, the company's logo changed to a white rectangle with an orange triangle and the name "CITGO" written in blue underneath.

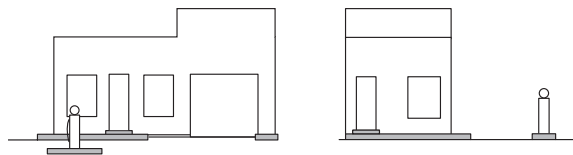


Figure 7-5. Approximate distribution of Cities Service gas stations in the 1950s and 1960s shown in gray.

Form: Oblong Box



Figure 7-6. This c. 1955 Cities Service station is an example of the stepped design.



Identifying Features:

- Oblong box, with or without a canopy
- Two-part flat roof with higher roof over service wing and lower roof over office, a common feature of period
- White porcelain enamel and brick exterior finish
- Canopy, if present, has right-angled corners and extends from roofline
- Narrow metal poles support canopy
- Green horizontal bands located below building roofline and canopy fascia
- Service bays with overhead sliding doors with glazed lights
- Single-door with transom
- Large display windows
- Free-standing light poles topped by a green mushroom-shaped shade
- Modern, with Streamlined (Moderne) influences

Conoco

1950 – 1970



During the 1950s, Conoco bought three oil companies – Western Oil Company of Minneapolis, F.P. Kendall and Company (Kayo) of Chattanooga, and Douglas Oil Company of Los Angeles, thereby expanding its trade area exponentially. The company did not develop dramatic or unusual architectural forms for its stations during this era. Instead, Conoco followed trends established by other gas companies and relied on gas station designs with an oblong box form and Modern or International style features.



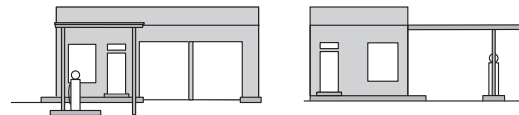
Figure 7-7. Approximate distribution of Conoco/Continental gas stations in the 1950s and 1960s shown in gray.

Form: Oblong Box with or without Canopy (Earlier Version)

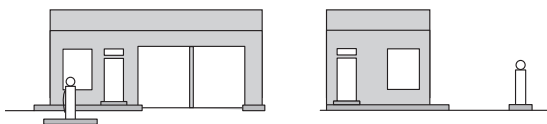


Figure 7-8. This is an example of a 1960 Conoco station without a canopy. Conoco would often use brightly colored panels in the transoms to grab the driver's attention.

With Canopy



Without Canopy



Identifying Features:

- Two-part flat roof with a higher roof over the service wing and lower roof over the office
- Roof has wide eaves
- Concrete block and brick exterior finish
- Semi-detached canopy, if present, is slightly elevated above roofline of building
- Angled or narrow metal poles support canopy
- Service bays with large glazed doors
- Single-door entrance with transom or panel
- Large display windows with transoms or panels



- Brick wall extends off corner of building, adjacent to service bay
- Metal panels above display windows and main entrance
- Horizontal banding around roofline above office and above service bays
- Modern or International style
- Signage included a tall, round metal pipe angled upward holding an inverted triangle in red

Form: Oblong Box with or without Canopy (Later Version)

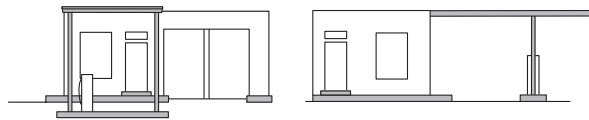


Figure 7-9. In the late 1950s, Conoco stations often had large projecting canopies with two separate gas pump islands, as seen in this 1958 example from Houston.

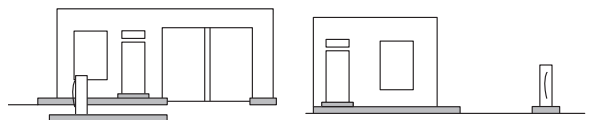
Identifying Features:

- Flat roof with wide, overhanging eaves
- Concrete block exterior finish
- Extended canopy extends from top of roofline and covers two sets of gas pump islands
- Two sets of metal posts support canopy
- Service bays to one side of office
- Single-door entrance with transom
- Large display windows
- Modern or International style
- Signage included a tall, round metal pipe angled upward holding an inverted triangle in red

With Canopy



Without Canopy





Gulf expanded coast to coast in the late 1950s, with a proliferation of gas stations using the oblong box form. In the early 1960s, the company introduced a new design that was clean, crisp, and modern, and incorporated a flat-roofed canopy with inward sloping eaves and orange trim. The canopy extended from the oblong box over the display and sales area. Large corner windows highlighted the office, and the stations typically featured two service bays. A second detached island of gasoline pumps often completed the site.

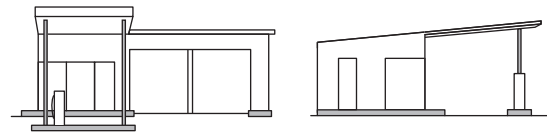


Figure 7-10. Approximate distribution of Gulf gas stations in the 1950s and 1960s shown in gray.

Form: Oblong Box with Canopy



Figure 7-11. 1960s Gulf stations featured large corner windows and two bays.



Identifying Features:

- Flat roof with large, overhanging eave above service bays
- White porcelain enamel finish
- Canopy projects from above office showroom
- Metal poles support canopy
- Underside of canopy has inward sloping eaves
- Multiple service bays
- Single-entry door with transom
- Large fixed metal-framed windows on front and side of office
- Squared corners and edges
- Orange-colored trim along fascia
- Modern or International style

Humble/Enco

1950 – 1970



Although Standard Oil of New Jersey continued to sell gasoline in Texas under the Humble banner throughout the 1950s, the company generated revenue through subsidiaries and brand names in other parts of the country. Among the best known was Esso, which was created from the combined sounds of the first letters of the company name. In 1959, the company began to consolidate its operations, and in 1961, the company began phasing out the Humble brand. In its place, the company introduced the Enco brand, which was derived from Energy Company.

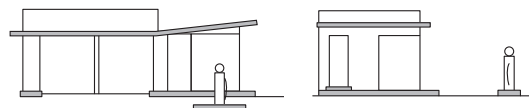
The company continued to building gas stations in the oblong box form with a two-part stepped roofline during the 1950s. A signature architectural element that company adopted was the upward-sloping metal canopy posts. About the time of consolidation under the Enco brand, the company introduced a new gas station design that relied on the two-part configuration but featured a distinct inward-slanted roof over the office. This station design often had a detached butterfly canopy out front. Later in the decade, the company began building a Ranch-style gas station that reflected desires to create a design that presented a more residential

character that blended in with residential neighborhoods of the postwar housing boom.

Form: Oblong Box



Figure 7-13. This is an example of Enco's post-1960 oblong box with detached canopy gas station. This station was located in Illinois, but the form was prevalent throughout Texas in the 1960s.



Identifying Features:

- Two-part roof with higher roof over service bays
- Outward sloping roof over office is distinct feature of this type
- Concrete block exterior finish
- Detached butterfly canopy with angled metal poles or metal columns
- Service bays with glazed overhead sliding doors
- Single-entry door located between office/showroom windows and service bays, topped by transom
- Large, fixed display windows with metal frames and sloping transoms
- Modern style



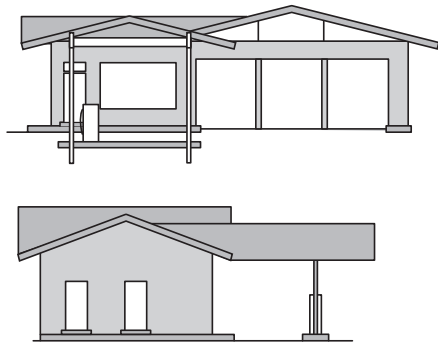
Figure 7-12. Approximate distribution of Humble gas stations in the 1950s and 1960s shown in gray.



Form: House with Canopy (Ranch Style)



Figure 7-14. This Ranch house form with a canopy was located in Euless, Texas. In this example, the original front-gabled roof likely was replaced with a mansard roof.



Identifying Features:

- Low-pitched, cross-gabled roof with wide eaves
- Brick and wood exterior finishes
- Attached canopy is common but some lack canopy; still other examples have a second canopy projecting off the side of the office
- Front-gabled roof over canopy is seamless extension of roof over main building
- Angled wall extends from rear of office and supports canopy
- Multiple service bays with overhead sliding doors
- Decorative beam extends from deep eaves
- Large, fixed transoms sometimes located in gable-end above service bays
- Single-entry metal frame door with transom
- Large, metal-frame fixed windows with transoms
- Ranch style

Magnolia/Mobil

1950 – 1970



In 1959, the Socony Mobil Oil Company (successor of the Socony-Vacuum Oil Company) consolidated its many holdings, including the Magnolia Petroleum Company, and began operating as the Mobil Oil Company, a wholly-owned subsidiary of Socony Mobil. Following consolidation, Mobil Oil's market extended to 41 states and sold three grades of gasoline under the names of "Mobiloil" and "Mobil Service." The red Pegasus still found a prominent location above the doorway to a service or retail area. A white oblong box (sometimes with a canopy, but more often without) became the company's most popular gas station form. The Mobilgas shield generally would hang on a pole along the road or highway, illuminated by floodlights. Two bands painted red, one below the roofline and the other above the office and service bays, decorated the otherwise plain box. In addition, a distinct lined metal casing was located at the top of the office windows.



Figure 7-15. Approximate distribution of Magnolia gas stations in the 1950s and 1960s shown in gray.

In 1966, Mobil hired Eliot Noyes and Associates, an influential well-known architectural and industrial design firm, to develop a new design for the company's service stations. The result was a flat-roofed oblong box with brick finish and a large illuminated disk with the red Pegasus on a white background attached to the box. Round gasoline pumps were located on detached islands under large, free-standing round canopies.

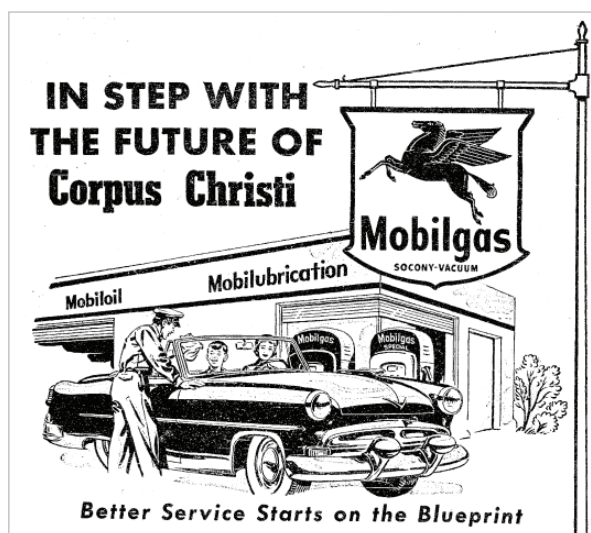


Figure 7-16. This advertisement of the Corpus Christi Times illustrates a new gas station design Magnolia introduced in the 1950s.

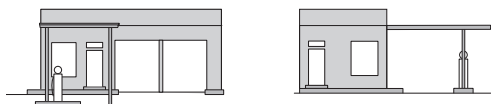


Form: Oblong Box with or without Canopy

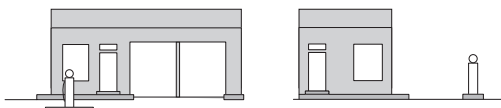


Figure 7-17. In the 1950s, the oblong box took on a Modern style, as illustrated by this 1960s Mobil gas station, once located in Houston.

With Canopy



Without Canopy



Identifying Features:

- Flat roof
- White porcelain enamel or concrete block exterior
- Canopy, if present, extends from top of roof
- Small metal poles support canopy
- Service bays with overhead sliding glazed-glass doors
- Single-door entry
- Large, fixed display windows that extend to side of building
- Metal panels above display windows a distinctive feature of this gas station type
- Two red and white bands; upper band just below roofline, lower just above office and service bays
- Concrete blocks often painted gray and white
- Modern style

Form: Oblong Box with or without Canopy (Eliot Noyes Design)



Figure 7-18. Circular canopies and a large round disk bearing the Pegasus image were important elements of Eliot Noyes' design for Mobil in the 1960s.

Identifying Features:

- Brick exterior finish
- Large display windows with single door, sometimes on corner of building
- Flat roof
- In some examples, a canopy projected from the office/showroom and was supported by two circular metal poles
- If attached canopy not present, large, circular canopies covered round, truncated pumps
- Large, illuminated disk with the red Pegasus on a white background attached to the box
- International style

Phillips 66

1950 – 1970



In 1953, Oklahoma-based Phillips Petroleum Company opened its first service station in Florida, which signaled the company's expansion into the East Coast market. The following year, the company offered its first all-season motor oil. By the early 1960s, the Phillips Company opened approximately 3,000 stations each year. The number of Phillips 66 stations in Texas exceeded 500 by the 1960s and stretched across the entire state.

In the mid-1950s, Phillips 66 still retained the standard oblong box with or without canopy form in its gas station design, but added upward slanting windows and long and narrow masonry work at the entrance and along the base of the office. In 1960, Phillips 66 introduced what arguably became its most popular and iconic service station design, which featured a large, upward-slanting, triangular-shaped canopy. Clarence Reinhardt, an architect who worked at Phillips and designed most of the company's buildings, developed this distinctive design, inspired by designs he observed in Southern California. Another

architectural element of this form was the large metal pier that extended through the apex of the canopy. Capped with a back-lit sign that enabled motorists to see the company logo from a greater distance than conventional signage, the pier included three metal poles and metal cross bracing. Many stations included two canopies at right angles, which evoked a wing-like sense. Architectural historians have begun to refer to this gas station form as a batwing or gullwing design. The company continued to use a triangle-based motif on other gas station forms, with painted red-and-white, three-sided shapes, usually on service bays. Stations with this color pattern became known as Harlequins and stood out among other gas station designs of the era.



Figure 7-19. Approximate distribution of Phillips 66 gas stations in the 1950s and 1960s shown in gray.



Figure 7-20. A Phillips 66 advertisement from the late 1950s.

Phillips 66

1950 – 1970

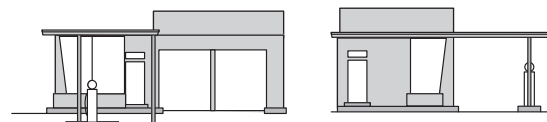


Form: Oblong Box with or without Canopy

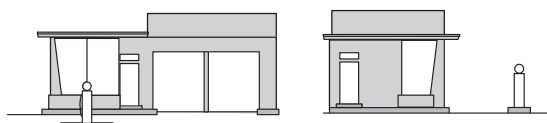


Figure 7-21. This c. 1960 Phillips 66 station was located in Tulsa, Oklahoma and is an example of the oblong box form with slanted windows.

With Canopy



Without Canopy



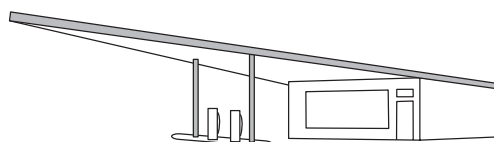
Identifying Features:

- Flat roof with a “stepped” design – service wing higher than office
- Wide parapet around building and canopy roof with wide recessed band centrally located
- Concrete block and narrow rough-hewn stone exterior finish
- If present, canopy has flat roof and rests on two metal poles
- Large, plate glass slanted display windows are the most distinct feature
- Modern style

Form: Oblong Box with Canopy (Batwing/Gullwing Design)



Figure 7-22. This 1960s Phillips 66 station (location unknown) features a projecting triangular canopy and large slanted plate glass display windows; known as the “batwing” design.



Identifying Features:

- Flat roof with a “stepped” design – service wing higher than office
- Concrete block and narrow rough-hewn stone exterior finish
- Triangular-shaped, upward sloping canopy extends from office
- Buildings located at the corner of a major intersection often have a second canopy projecting off the side of the office
- Some versions have projecting service bay walls that are slanted to the side
- Single-door entrance with transom inset within doorway opening
- Large, plate glass slanted display windows
- Modern style



Shell introduced a new station design in 1957 that represented a major departure from conventional gas station designs of the period. Evoking a more residential quality, this new design featured Ranch-style architectural features, which was popular during the postwar housing boom. Although Shell was the first gas company in the country to adapt this style to commercial design, other oil companies soon adopted and interpreted the design. The Ranch-style station typically had synthetic stone or brick exterior wall finishes and included an office/sales area. Shell's Ranch-style gas station featured a front-gabled roof and borrowed heavily from the growing abundance of Ranch-style houses in America's suburbs. The house form appeared residential and conformed to its neighborhood or commercial settings.

A distinctive architectural feature often associated with gas station designs of the Shell Oil Company was a vertical element rising from the front-gabled roof. The vertical extension typically included a lighted company logo that motorists could see while approaching the station from either direction.

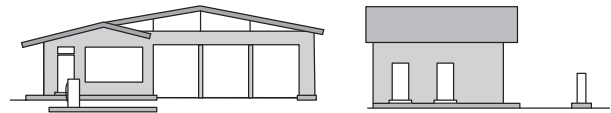


Figure 7-23. Approximate distribution of Shell gas stations in the 1950s and 1960s shown in gray.

Form: Ranch House with or without Canopy



Figure 7-24. Above is an example of the Ranch-style gas stations built by Shell after 1957.



Identifying Features:

- Long, low form
- Low-sloping, two-part front-gabled roof; secondary gable inset for office
- Broad eaves
- Brick, stone, or wood exterior finish
- Brick-faced chimney-like extension rises from roof; used to display company logo
- Service bays with overhead sliding doors and glazed lights
- Large fixed transoms provide natural lighting for interior working area
- Single-door metal-frame glass door with fixed transom
- Large plate-glass display windows
- Ranch style

Sinclair

1950 – 1970



By the mid-1950s, Sinclair Oil Corporation operated hundreds of gas stations across the country and introduced a new station model influenced by the International style. These stations retained the oblong box form but had a raised roof over the service bays and a lower flat roof over the showroom and office. This two-part, stepped design gained widespread popularity during and extended to other oil companies' designs. The Sinclair gas station typically held very large, almost floor-to-ceiling, plate glass windows. "Sinclair" stretched across the service bay portion of the building just below two green bands that encircled the building. This form created a stark contrast to the more modest oblong box that preceded the new design.

Sinclair built two other gas station designs during this period. One featured the oblong box with or without canopy form but included an enlarged office/showroom with floor-to-ceiling windows that wrapped around a front corner to a side wall. The effect



Figure 7-25. Approximate distribution of Sinclair gas stations in the 1950s and 1960s shown in gray.

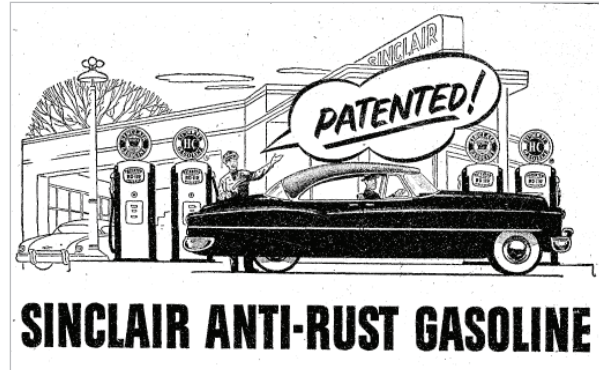


Figure 7-26. This advertisement in the Corpus Christi Times showcased the company's anti-rust gasoline and a new gas station design.

created a clipped and more dramatic curved corner. Another gas station design utilized a circular central office with floor-to-ceiling windows, a dome-like roof, and two canopies set at right angles. The canopies had horizontal extension with round corners and a large flat surface area to present "Sinclair."

During the mid-1950s, Sinclair introduced a new marketing image with a large trapezoidal porcelain enamel sign in white with black drop-shading and "Sinclair" in red letters. The company placed these on top of single free-standing standards or hanging from a fixed sign. A green brontosaurus sometimes extended below the main signage.

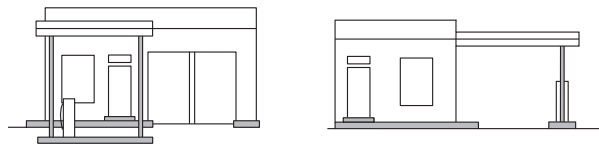
Sinclair Corporation expanded so widely that it was unable to keep up with its own station demands. In 1969, the company merged with Atlantic-Richfield (ARCO) and subsequently sold its East Coast stations to British Petroleum (BP).



Form: Oblong Box with Canopy (Stepped Design)



Figure 7-27. This Sinclair gas station is an example of the oblong box, featuring two services bays and a lower flat roof projecting from the showroom and office area.



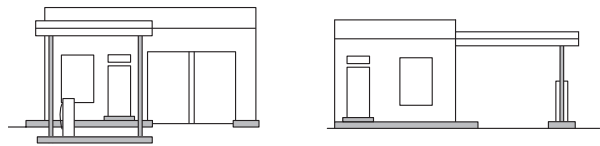
Identifying Features:

- Flat roof, often with a “stepped” design – service wing higher than office
- Smooth stucco or concrete block exterior finish
- Canopy, if present, projects from office at base of parapet and has right-angled corners
- Metal poles support canopy
- Service bays attached to side
- Single-door entrance
- Large plate glass windows
- International style influence

Form: Oblong Box with Canopy (Clipped/Curved Corner Design)



Figure 7-28. The above Sinclair gas station, located in Columbus, is an example of the curved corner oblong box design.



Identifying Features:

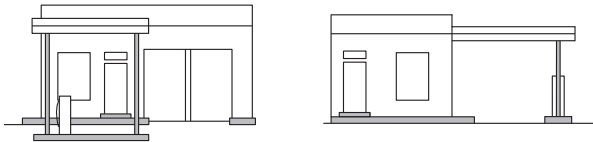
- Flat roof
- Porcelain enamel or concrete block exterior finish
- Canopy extends from top of window/door openings, near base of parapet
- Metal poles support canopy
- Multiple service bays
- Single-door entrance with transom
- Large display windows
- Angled corner in office
- Use of widely spaced, company-specified green bands at top of walls and in canopy
- International style influence



Form: Oblong Box with Canopy (Dome-Like Roof)



Figure 7-29. The above Sinclair gas station, once located in Austin, is an example of the corner lot design with a circular central office and two canopies.



Identifying Features:

- Location on a street corner in order to provide accessibility from multiple entries
- Flat roof with unadorned parapet
- Porcelain enamel panel exterior finish
- Centralized office with two canopies projecting off each side; originally with horizontal pier with rounded corner rises from middle of canopy and used to display company name
- Circular metal poles support canopy; originally with concentric metal rings as a capital
- Multiple service bays on one or both sides of office
- Single-door entrances with transom
- Glass wall with large display windows and transoms provide openness
- Small red dome and pedestal rises from roof and a distinctive trait of this type
- Single band (red or green) extends around building and canopy; secondary band around parapet
- International style influences



In 1959, The Texas Company officially changed its corporate name to Texaco, Inc., identifying itself with the company's commonly recognized marketing name. The company focused most of its expansion in the international area, including South American countries and Saudi Arabia. Texaco introduced a new high-octane gasoline, "Sky Chief Supreme," in 1956, which became the company's most successful product.

After three decades of construction and use of the Teague designs, Texaco briefly introduced a modified oblong box with a large raised pylon in the 1950s. However, in 1964, the company built its first of what became a very popular and iconic gas station design in Matawan, New Jersey. This form has since been known as the Matawan design and it featured a two-part, stepped design that included a trapezoidal-like roof with fixed transoms over the service bay. Exterior finishes included both porcelain enamel and stone-like materials. The canopy was semi-detached and extended along a plane in line with the office/sales room. The success of this form led Texaco to



Figure 7-30. Approximate distribution of Texas Company/Texaco gas stations in the 1950s and 1960s shown in gray.



Figure 7-31. Texaco ad from the 1950s that appeared in the Corpus Christi Times.

upgrade many of its older stations in the late 1960s using some common architectural features, such as stone veneer exterior finishes and green Mansard-like roofs. In-house retail sales figures from New Mexico station operators show dramatic increases of gasoline sales before and after the remodeling efforts.

The company's logo also introduced a new logo that featured a hexagonal-like shape with rounded corners. The sign had a broad red border and "Texaco" in black letters on a white background. The base of the hexagon included a miniature version of the former logo with a black-outlined white circle with a red star and green "T." One end of the sign was attached to the building, and the other, which extended away from the building, was attached to a metal pole in the ground.

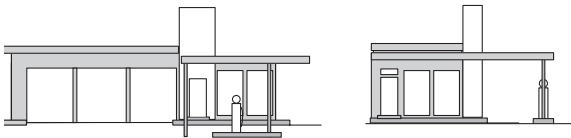


Form: Oblong Box with or without Canopy



Figure 7-32. This modified Ranch design with a raised pylon was briefly adopted for Texaco gas stations in the early 1960s.

With Canopy



Without Canopy



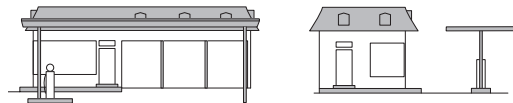
Identifying Features:

- Flat roof with extended eave
- Stone veneer and metal enamel panels
- Canopy, if present, is extra-long, with two separate gas pump islands underneath and two round metal poles at each island for support
- Service bays with overhead sliding doors
- Inner column dividing bays comprised of a vertical stack of glazed lights
- Single-door entrance
- Large display windows
- Stone-faced pylon extends beyond roof and used to display company logo
- Ranch-style influences

Form: Oblong Box with Canopy (Mansard Roof)



Figure 7-33. The above example is a mid-1960s Texaco that used dormers across a mansard roof.



Identifying Features:

- Mansard-like roof covered with green shingles
- Exterior finish is stone veneer, brick, or metal enamel panels
- Canopy extends from base of mansard roof; likewise has mansard roof but not as tall as that over office
- Decorative metal railing on canopy
- Metal posts support canopy
- Multiple service bays
- Large display windows
- Decorative dormers
- Cupola caps building
- Colonial-Revival stylistic influences

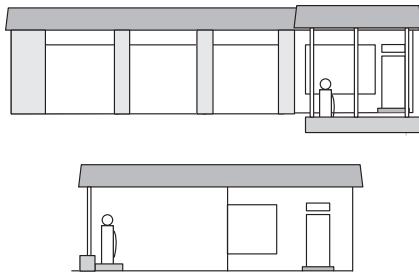


Form: Oblong Box with or without a Canopy (Retrofit Design)

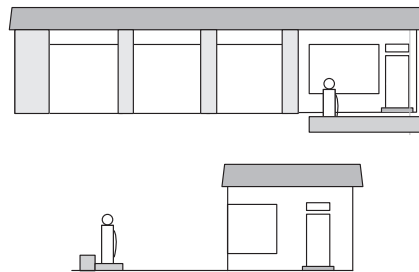


Figure 7-34. In the mid-1960s, Texaco introduced a retrofit design to update all existing stations.

With Canopy



Without Canopy



Identifying Features:

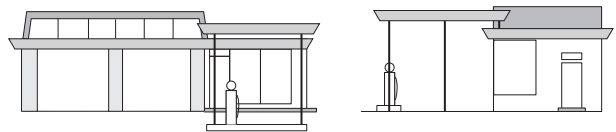
- Installation of mansard roof-like awning across front and canopy
- Application of stone veneer over original white porcelain enamel panels

Form: Oblong Box with a Semi-attached or without Canopy (Matawan Design)

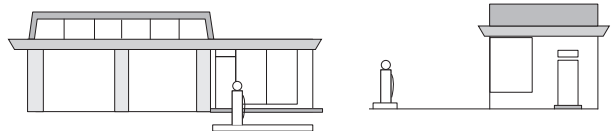


Figure 7-35. In 1964, Texaco gas stations adopted the Matawan design.

With a Semi-Attached Canopy



Without Canopy



Identifying Features:

- Stepped (two-part) flat roof over office and service area
- Angled roof sides and fixed transoms above service bays
- Inward sloping pent roof/fascia across front and sides
- Stone veneer exterior finish
- Semi-detached canopy with inward angled fascia
- Single-door front entrance
- Large display windows
- In some examples, a detached butterfly canopy may exist
- Ranch-style influences

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8. Post-1970 Standardization of Companies

Post-1970

By the early 1970s, oil consumption in the United States was drastically increasing, while stateside production was declining. This combination of factors led to a growing dependence upon foreign oil producers. The country's reliance on imported oil became readily apparent in 1973 when the Organization of Petroleum Exporting Countries (OPEC) placed an embargo on oil, leading to fuel shortages and higher prices through most of the decade.

Although the embargo was lifted in March 1974, oil prices remained high, and the federal government introduced a series of measures to save energy. In addition to the gas rationing, the government imposed year-round Daylight Saving Time for 1974-75 to reduce energy consumption, and lowered the speed limit to a maximum speed of 55 miles per hour. A second oil crisis hit in 1979 when oil prices drastically increased further as supplies dwindled. Prices remained high until the mid-1980s, when the price of oil collapsed and gas prices dropped to a more reasonable level.



Figure 8-1. During the gas crisis, many stations were running out of gas and therefore had to implement conservation measures, such as only selling 10 gallons of gas to each customer.

The fluctuating cost and supply of gasoline affected the retail gasoline sales industry, and both major and independent companies changed the layout and configuration of gas stations and offered new and different kinds of goods and services. Although



Figure 8-2. The number of self-service stations increased in the 1970s and 1980s as stations either designated self-serve pumps or converted the entire station to self-service.

self-serve and convenience stores with gas pumps emerged on a large scale in the late 1960s, this trend accelerated into the 1970s as the rising cost of fuel led many consumers to save money by pumping their own gasoline and servicing their own cars. Retailers sought to augment their sales by offering snacks, drinks, and other foodstuffs for sale to motorists on the go. Most oil companies began providing self-serve pump islands at their full-service stations, and a few converted the entire operations to self-service. By 1977, approximately 30-40 percent of gasoline sold in the United States was self-serve, and in the 1980s, the percentage reached 80-90 percent. The number of convenience stores offering gas also increased in the 1980s to 12 percent of the market, up from only 1 percent in 1974.

This trend, away from full-service to self-serve stations, led to the demise of the traditional gas station and the development of new building forms. The most popular include booth, canopy with booth, oblong box and canopy, and canopy over oblong box forms. The layout and configuration of most gas stations from the period eliminated service bays—a signature feature of conventional gas station design—and instead provided additional interior space to sell snacks, drinks, and other consumable goods. Many gas stations also added automated car washes that typically were housed in a detached building to the side or rear of the property. Forgoing distinctive architectural detailing and ornamentation, gas station designs of the post-1970 era have become far more homogenous and utilitarian in design and rely on the use of bold and distinctive color schemes, logos, and signage as the primary means of distinguishing themselves from competitors.

One of the most popular gas station forms of the post-1970 era is the box and canopy, which was used by multiple gas companies. These gas stations typically are found along highways and frontage roads or

on corner lots at busy intersections in urban settings. In most cases, the oblong box (store) is set back from and parallel to the adjoining major roadway; this layout provides maximum exposure to motorists. The construction of free-standing canopy closer to the major roadway and away from the store enables some customers to pump gas and others to park in front to the store to purchase non-gasoline goods.

Another popular gas station form is the canopy over oblong box form. They are typically found along highways, frontage roads, and at busy intersections; however, they often take a little less room because of their design. This configuration includes a centrally placed oblong box with store under a massive canopy that extends over sets of pumps on either side of the store. This layout allowed customers protection from precipitation; however, it also provided less room for parking for those customers who did not purchase gas.

The buildings highlighted in this section show common gas station forms that major oil companies operating in Texas built after 1970. By no means comprehensive, these examples illustrate how gas stations evolved as a building type and broke from conventional designs and past traditions. These changes occurred during a time of great volatility, instability, and consolidation among all oil companies and among gasoline retailers, as world events and shifting patterns in consumer spending and behaviors dramatically transformed the way gasoline was sold in the country. This dynamic resulted in a period of consolidation among major oil companies around the turn of the twenty-first century, which created new mega companies that operate gas stations along major roadways and transportation corridors.



Figure 8-3. After 1970, oil companies typically constructed high, well-lit canopies over pumping areas. This configuration allowed all types of vehicles access to pumps while protecting customers from the weather.

Chevron

Post-1970



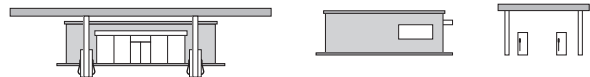
To create a nationwide identity, as well as a consolidated organization, Chevron merged six domestic oil and gas operations into one and formed Chevron U.S.A., Inc., in 1977. In 1984, the company merged with Gulf Oil in what was then the largest merger in corporate history at the time to create the Chevron Corporation. A second merger, this time with Texaco, took place in 2001, forming the ChevronTexaco Corp. After this merger, the newly formed corporation became the second largest U.S.-based energy company. In 2005, the company changed its name back to Chevron Corporation and then acquired Unocal Corp. of California. Chevron remains one of the world's largest oil and gas companies.

A common gas station design associated with Chevron is based on the oblong box with canopy form that typically fronts onto highways or occupies corner lots at busy street intersections in urban settings. The color scheme is based on the company's traditional use of red, white, and blue and includes a blue and red chevron logo.

Form: Oblong Box and Canopy



Figure 8-4. Like most other gas companies, Chevron stations are generally oblong box and canopies with the Chevron logo on the roof of the canopy. This example is located on the IH-35 Frontage Road in Austin.



Identifying Features:

- Large oblong box
- Flat roof with broad unadorned parapet
- Detached canopy with broad unadorned parapet
- Metal columns inset within canopy
- Canopy usually covers multiple separate pump islands
- Attached car wash bay (sometimes in a separate building at rear or side of lot)
- Double-door plate-glass entrance with fixed transom
- Large, fixed display windows
- Most distinct feature is blue and white detached canopy
- No style

Citgo (formerly Cities Service)

Post-1970



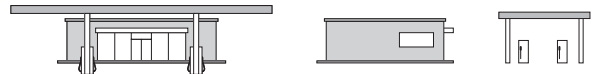
Cities Service continued to operate through the 1970s, until it was acquired by the Occidental Petroleum Corporation in 1982. The following year, the company was sold again, this time to the Southland Corporation, the original owners of the 7-Eleven chain of convenience stores. Until the purchase, “Citgo” remained a trademark and not the company name. In 1986, Petr leos de Venezuela, S.A. (PDVSA), a state-owned oil company of the government of Venezuela, purchased 50 percent of Citgo, which allowed the South American company to enter the U.S. retail and gave Citgo access to an abundant supply of crude oil. Five years later, PDVSA acquired the remaining half of Citgo. By the early 2000s, the company had approximately 9,700 stations in 36 states, and it continues to be a major supplier of gasoline in Texas.

Since Citgo gasoline became associated with the 7-Eleven chain in the 1980s, the company built gas stations that evolved out of a layout developed for the convenience store franchise. This configuration featured a small parking area between the adjoining roadway and the store, which stood at the rear of the lot. This layout led the company to adopt the oblong box and canopy form, which included a free-standing and detached canopy and a separate store. Distinguishing features of Citgo gas stations include a broad canopy and a color scheme with red, orange, and white. The company name is in all caps with a blue fill and white outline.

Form: Oblong Box and Canopy



Figure 8-5. After the sale of Cities Service in the early 1980s, Citgo stations began to utilize the box and canopy form. This example is located on Main Street in Taylor.



Identifying Features:

- Large oblong box
- Flat roof with narrow parapet
- Detached canopy with broad unadorned parapet
- Metal columns inset within canopy
- Canopy protects customers pumping gas
- Single-door plate-glass entrance with fixed transom
- Large, fixed display windows
- Most distinctive feature is red-and-white color scheme
- No style

Conoco

Post-1970

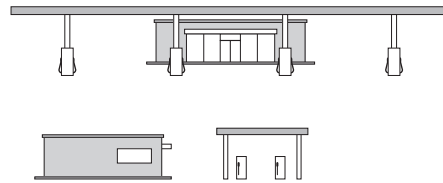


In the 1970s, Conoco expanded internationally into Europe by creating a network of stations that offered different Conoco gasoline brands. The company merged with the Dupont Corporation in 1982 after a failed takeover attempt by Seagram Company, Ltd., of Canada. Dupont and Conoco continued in joint operation until 1998, when Conoco once again became independent and went public as the Continental Oil Company. As part of the merger trend of the early 2000s, Conoco and Phillips Petroleum Company joined forces in August 2002 to create ConocoPhillips. This merger created the sixth-largest publicly traded oil corporation in the world at the time.

Form: Oblong Box and Canopy



Figure 8-6. Like many companies after the oil crisis, Conoco used the simple box and canopy form. This example is located in Austin, Texas.



Identifying Features:

- Large oblong box
- Flat roof with a thick parapet
- Brick or concrete block exterior
- Detached canopy with broad unadorned parapet
- Metal columns inset within canopy
- Earlier examples had two service bays
- Single-door plate-glass entrance with fixed transom
- Large, fixed display windows
- Most significant feature is use of red and white on box's roof and detached canopy
- No style

Gulf

Post-1970

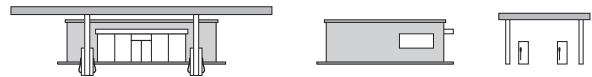


In 1975, Gulf Oil implemented a corporate restructuring that included seven separate operating companies. After an unsuccessful takeover attempt by T. Boone Pickens, Jr., of Amarillo, Texas, the company agreed to merge with Chevron in 1984 and converted the 2,700 Gulf Oil stations across Texas under the Chevron brand. Approximately 5,600 stations across eight southeastern states were sold to Standard Oil of Ohio (Sohio), which retained use of the original Gulf logo for five years. All stations in the Northeast were sold to Cumberland Farms, a Massachusetts-based convenience store chain. In 2010, the Gulf Oil Partnership, which had been formed in 1993, acquired all rights, title, and interest to the brand within the United States and reintroduced the name to the retail gasoline sales market. Gulf stations are once again found throughout Texas.

Form: Oblong Box and Canopy



Figure 8-7. Prior to the takeover of Gulf by Chevron in 1984, the company used the box and canopy form, such as this example from Tucson, Arizona.



Identifying Features:

- Large oblong box
- Centralized door with windows stretching across front façade on either side
- No service bays
- Flat roof
- Concrete block construction
- Separate island for pumps, covered by detached canopy
- Canopy roofline and walls of box often painted orange
- No style

Enco/Exxon (formerly Humble)

Post-1970

EXXON

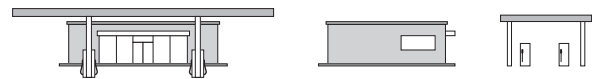
Despite promoting its Enco and Esso brands nationwide through standardization of all buildings and logos, Standard Oil of New Jersey still faced fierce competition from other Texas-based nationwide companies, like Texaco. Another challenge that the parent company continued to face came from other spin-offs of Standard Oil, which objected to the use of Esso because the name was based on the shared initials of the original company. Therefore, in 1972, Standard Oil of New Jersey elected to rebrand all Enco and Esso stations, as well as the gasoline and other petroleum products, under the “Exxon” banner. The following year, the corporate name changed from Standard Oil of New Jersey to Exxon Corporation. In November 1999, Exxon and Mobil merged to form the Exxon-Mobil Corporation.

After the rebranding of the stations and the corporate name change, the Los Angeles-based architectural firm of Bass Yager Associates prepared a new gas station design based on the oblong box and canopy form. This new form possessed a free-standing canopy, and a box that included a convenience store to augment retail gasoline sales.

Form: Oblong Box and Canopy



Figure 8-8. Exxon used a new station design that utilized the box and canopy form. This example is located in Austin.



Identifying Features:

- Large oblong box
- Flat roof topped by metal parapet
- Concrete block exterior finish
- Separate gas-pump island with semi-detached canopy
- Canopy usually covers multiple pump islands
- Single-entry metal-frame door with transom
- Large display windows
- No style

Mobil

The oil crises of the 1970s proved to be a downfall for Mobil. While the company marketed in 42 states in 1960, by 1990, the territory had shrunk to only 30. In November 1999, Exxon and Mobil merged to form the Exxon Mobil Corporation.

Prior to the merger, Mobil retained the use of the white disk with a red Pegasus, which was placed on its newest building form, the canopy over box.

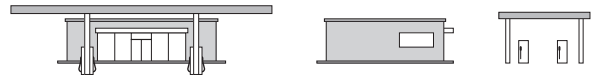
Post-1970



Form: Oblong Box and Canopy



Figure 8-9. Prior to the merger with Exxon, Mobil used a canopy and box form for its stations. This example is located on South Congress Avenue in Austin.



Identifying Features:

- Large oblong box
- Flat roof with wide metal parapet.
- Detached canopy with broad blue parapet
- Metal columns inset within canopy
- Canopy protects customers pumping gas
- Single-door plate-glass entrance centrally located within box
- Large, fixed display windows are located on each side of door and side facades
- No style

Phillips 66

In 1967, Phillips 66 achieved the status of becoming the second oil company in the nation (after Texaco) to have a presence in all 50 states. This achievement was short-lived, however, because the company withdrew from the northeast in 1972. Four years later, Phillips 66 further reduced its market territory when it sold the former Tidewater Oil Company properties located on the west coast to The Oil & Shale Corporation. In 2002, Phillips 66 merged with Conoco to create ConocoPhillips, and established its headquarters in Houston. Despite the merger, both companies continued to market gasoline products under their own names.

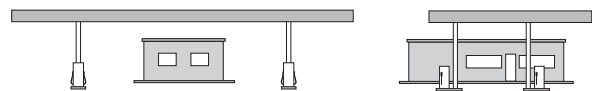
Post-1970



Form: Canopy over Oblong Box



Figure 8-10. Post-1970, Phillips 66 also used the canopy over box form, like this example from Lake Austin Boulevard in Austin.



Identifying Features:

- Large oblong box
- Flat roof with wide metal parapet
- Large canopy extends over centrally placed store
- Canopy has multiple pump islands on each side of store
- Metal columns inset within the canopy, on each side of store
- Stone veneer exterior finish
- Single-door plate-glass entrances on each long façade
- Fixed windows on either side of entry
- Detached car wash bay; similar stone veneer exterior finish
- Most distinct feature is red and white roof and canopy colors with a shield logo
- No style

Shell

Post-1970



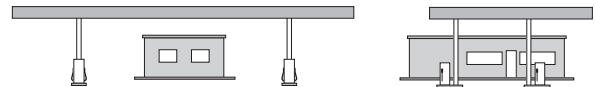
In 1971, Shell emerged as a leader in retail gasoline sales when it introduced its first total self-service station. Following the turbulence of the oil crises of 1973 and 1979, Shell attempted to sell its gasoline using the metric system, hoping to increase its market share to consumers thinking they were getting cheaper gas sold in liters rather than gallons. The effort failed as consumers became confused about prices, and the company reverted back to the gallon system. By 1990, Shell had grown exponentially in the United States, and was reportedly one of the nation's top gasoline companies, with 9,389 stations in 38 states.

In the United States, Shell adopted a new logo in 1976 that was based on, but slightly different than, the logo used in Europe. Designed by French-born American industrial designer Raymond Loewy and first used in Great Britain in 1970, the new logo was known as the "Pecten" and featured a white, yellow, and red color scheme. Typical Shell gas stations of the period were based on the canopy over oblong box form. A common feature of the Shell gas station included the rear of the oblong box extending beyond the canopy, leaving a portion exposed. Another distinctive feature was the ribbed or vertical lines in the masonry exterior finish.

Form: Canopy over Oblong Box



Figure 8-11. By 1980, Shell stations began to appear as the canopy over box form, such as this example at Burnet Road and Steck Avenue in Austin.



Identifying Features:

- Large oblong box
- Flat roof with wide metal parapet
- Large canopy extends over centrally placed store
- Canopy has multiple pump islands on each side of store
- Metal columns inset within the canopy, on each side of store
- Masonry exterior finish, often with ribbed or vertical lines
- Single-door plate-glass entrances on each long façade
- Fixed windows on either side of entry and along façade facing street
- Most distinct feature is yellow and red roof and canopy colors with red "Shell" in canopy corner
- No style

Texaco

Post-1970



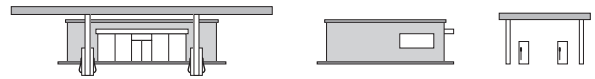
In addition to other forms, Texaco continued to use the Matawan design until 1996, when it introduced its “System 2000” marketing program. The new concept included separate prefabricated buildings for a convenience store, a car wash, separate gas pumps, and a service center. Within the same year, the company withdrew partially or wholly from 19 states. In 2001, Texaco merged with the Chevron Corporation, creating ChevronTexaco Corp.

In 1981, Texaco changed its trademark again, this time to a red circle with a white star, and a red capital “T.”

Form: Box and Canopy



Figure 8-12. Texaco continued to use its Matawan design until 1996, when it adopted the generic box and canopy form. This example is on Bee Caves Road in Austin.



Identifying Features:

- Large oblong box
- Flat roof with wide metal parapet
- Detached canopy with broad red and black parapet
- Metal columns inset within canopy
- Canopy protects customers pumping gas
- Single-door plate-glass entrance centrally located within box
- Large, fixed display windows are located on each side of door
- Car wash bay located on side of building
- No style

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9. Independent/Regional Companies and Gas Stations

Independent and regional companies, owners, and gas stations existed from the beginning of commercial gasoline operations. Since the early 1900s, independent and regional companies have operated profitably outside the structure of major refining and petroleum companies.

During the early decades of the 20th century, independent and regional gas stations often operated as part of garages or automobile dealerships in commercial storefronts, and underground tanks and curbside pumps provided the primary means of storing and dispensing gasoline, especially in urban settings. By the 1920s and 1930s, retail gas operations began to move away from these commercial locations and became more widely associated with the growing number of other automobile-related businesses, such as tourist courts, tourist campgrounds, motels, and even food establishments that began to line corridors into/out of downtowns and city centers. In some cases, an independent or regional company took over stations abandoned by major petroleum companies. Others developed their own distinctive building designs or signage, sometimes mimicking legendary architectural or historical landmarks, or choosing clever and whimsical forms to attract attention. Generally referred to as mimetic or programmatic architecture, the unique forms and designs that some independent and regional companies chose to build allowed them to stand out from larger and better-known competitors and their standardized corporate gas station designs. These local jobbers or small regional distributing companies typically offered gasoline, oil, and limited merchandise. Owners emphasized convenience and accommodation to their customers.

While free from corporate guidelines and restrictions, independent and regional companies in the latter part of the 20th century often adopted standardized oblong box or oblong box with canopy building forms. These buildings generally had small offices, expanses of glass, restrooms, storage, and one or two service bays. In some examples, “bulk stations” featured above-ground tanks. Independents rarely accepted credit cards, developed promotional materials, or offered specials to their customers. The typical owner stressed discounted gasoline prices as the primary marketing technique.



Figure 9-1. Camp Hannon No. 2, located in Texarkana, illustrates the integration of tourist camps and independent gas stations during the 1920s and 1930s.



Figure 9-2. L.E. Agon's marketing knowledge was obvious in his clever use of an airplane on the flat-roofed canopy on his independent station in Texarkana.

In the 1960s and especially in the 1970s, self-serve stations and convenience stores often provided gasoline under an independent or regional company's name. These gas stations typically utilized a canopy with booth or box and canopy form. The most common canopy forms during these years were the conventional, flat-roofed canopy, roughly 30 feet in length; or the butterfly canopy that swept upward and outward. Signage and lighting followed few guidelines, and sometimes dominated the building, canopy, and site, as a whole. Independents began to offer limited attendant service and instead continued to focus on convenience and discounted prices. Customers sought economy and value with little regard for loyalty to a company.

Identifying Features:

- Commercial block, small box with or without canopy, canopy with booth, box and canopy, mimetic or programmatic architecture.
- Large signage.
- Diverse and extensive lighting.
- Butterfly or standard (flat-roofed) canopy.
- Architectural style or influence varied, based on regional company or independent owners.

The following highlight some of the small and independent oil companies and gasoline brands available to Texas consumers for over the past century. Presented in alphabetical order, the list is not comprehensive, but it demonstrates the diversity and competitiveness of the state's retail gasoline market. As possible, the list defines the geographic area each company served.

Amlico: c. 1950s

The American Liberty Oil Company was established by Clinton Murchison, Sr., of Athens, Texas, in 1930, after he heavily invested in the East Texas Oilfield and built the Tyler Pipeline to deliver crude oil to a new refinery in Tyler. The company's first gas stations date to the 1950s. The earliest logo was round with a white background and the words "Amlico Gasoline" written in green around the border. A green circle was in the center and a black box with "Regular" written in white was overlaid in the center of the logo, on top of the green circle. A second, later logo consisted of an inverted red triangle with a centralized white and gray circle, a centralized black star, and the word "AMLICO" written in red in the middle. Stations were in the vicinities of Lubbock, Grand Prairie, Grand Saline, Abilene, Commerce, Bonham, Dallas, Mexia, Bryan, and Paris. In October 1957, the brand was sold to American Petroleum, Inc., which later became Fina.



Figure 9-3. A map of Texas published by Amlico.

Aztec: 1923–1949

Organized by A. C. Johnson in San Antonio in 1923, the Aztec Oil Company was a small oil company with service stations located throughout the city.

Billups: c. 1950–1966

Billups Petroleum was founded in Mississippi in the late 1940s by W. L. “Buddy” Billups. The company opened its first gas station and convenience store in the mid-1950s and created the famous “Fill-Up with Billups” slogan. The concept of the convenience store quickly spread and soon locations were found from Florida to Texas. In 1966, the company was purchased by the Signal Oil Company. In Texas, Billups service stations utilized the oblong box or the oblong box and canopy forms. In Texas, stations were near Silsbee, Alice, Houston, Corpus Christi, Brownsville, San Antonio, Victoria, Austin, Waco, and Midland.

Col-Tex: c. 1924–1963

Affiliated with the Oklahoma-based Anderson-Pritchard Oil, the Col-Tex refinery began operations in Colorado City, Mitchell County, Texas in 1924, and the company opened its first service station in the early 1930s. By 1936, 11 stations in the area sold Col-Tex gasoline. Cosden purchased Col-Tex in 1956 but kept it as a subsidiary and maintained the Col-Tex brand. In 1963, American Petrofina purchased Cosden and its subsidiary. The refinery in Colorado City closed in 1969. Col-Tex operated stations in and around Colorado City, Lubbock, Denton, Abilene, Brownwood, Bronte, Iraan, Fort Stockton, Big Spring, and Seminole.



Figure 9-4. The cover of a New Mexico highway map published by Col-Tex.

Cosden: 1929–1963

J. S. (Joshua) Cosden consolidated his various Oklahoma-based oil operations in 1917 under the banner of Cosden and Company, which maintained its headquarters in Tulsa, Oklahoma.

Cosden lost control of the business in 1925, which was acquired by Mid-Continent Petroleum Company; however, the company continued to use the Cosden name. In



1929, the company constructed a refinery in Big Spring and established a strong presence in the state. In 1963, American Petrofina Company of Texas (now Fina Oil and Chemical Company) purchased Cosden Oil and Gas Co. and absorbed its operations. Cosden gas stations were in and around the communities of Big Spring, Abilene, Odessa, Weatherford, Wichita Falls, Lubbock, Fort Worth, Dallas, Amarillo, Beaumont, El Paso, Waco, San Antonio, Midland, and San Angelo.

Diamond Shamrock: 1967–2001

In 1967, Diamond Alkali, a chemical company with headquarters in Cleveland, Ohio, merged with Amarillo-based Shamrock Oil and Gas to create Diamond Shamrock, Inc. The new company also took control of Sigmor gas stations that were subject to a prior agreement between the Sigmor and Shamrock companies. The merger enabled Diamond Shamrock to have a strong presence in the retail gasoline sales market in Texas and elsewhere. In 1996, Connecticut-based Ultramar Corporation acquired Diamond Shamrock, Inc., for almost \$2 billion in stock and assumed debt, thereby creating Ultramar Diamond

Shamrock Corporation. The company moved its corporate headquarters to San Antonio. In 2001, Valero Energy Corporation purchased Ultramar Diamond Shamrock Corp. for \$4 billion in cash and stock, which made Valero the nation's second largest oil refiner. Although most of Valero's gasoline sales are marketed under the Valero brand, the company has not completely abandoned the Diamond Shamrock name, and gas stations in Texas and other states continue to sell gasoline under that brand name. Diamond Shamrock stations were common in the Panhandle and Houston areas but also extended into other parts of the state including Wichita Falls, Beaumont, Lubbock and San Antonio areas.

El Paso-Dixie: 1958–1969

In 1958, El Paso-based newspapers ran advertisements announcing the merger of the El Paso Natural Gas Products Co. and the Dixie Oil and Gas Company, which marked the beginning of the El Paso-Dixie brand name. El Paso-Dixie stations were typically an oblong box with canopy form. A distinct feature seen on many of the company's gas stations was the vertical pier that extended above the roof and displayed the company's logo on two sides. The stations operated through



Figure 9-5. This advertisement in the El Paso Herald Post lists stations in the area rebranded under the El Paso-Dixie name.

1969, and were in West Texas in and around communities such as El Paso, Fort Stockton, Abilene, Midland, Odessa, Tye, Amarillo, Lubbock, Big Spring, and San Angelo.

EZ Serve: c. 1960–1992

EZ Serve Stations were founded in the late 1960s in Houston as part of the self-serve boom in gas retail sales market. First operating as a franchise convenience store with unattended fuel pumps, the company later expanded into its own convenience store operations in the late 1980s. EZ Serve purchased the Atlanta-based Magic Market in 1992, operating under multiple names. Signage is distinguished by a white porcelain sign with a blue “EZ” and a white “Serve.”

Fill-Em Fast: 1968–1990

Founded in Houston in 1968, Autotronics, Inc., offered its gasoline at convenience stores under the name “Fill-Em Fast.” Convenience store operators installed free-standing pumps and underground tanks at the corner of a lot and received a commission for sales. In the 1970s, Autotronics became associated with Sigmor Corporation, part of Shamrock. At this point, operators typically covered pumps with a canopy under the name of “Fill-Em Fast” and marketed from Texas to Virginia. After the 1980s, many of these locations became part of the larger Shamrock-owned Sigmor operations.

Fina: 1956-2000

Petrofina, which began operations in Brussels, Belgium, in the 1920s, expanded into the U.S. market in 1956 when it acquired Texas-based Panhandle Oil Company under a newly created subsidiary named American Petrofina. The company subsequently

adopted Fina as its brand name for all gas stations and oil products. In 1963, American Petrofina acquired Cosden Petroleum Corporation, which operated large refinery in Big Spring, Texas, and the company soon swelled to include more than 830 stations in Texas, Oklahoma, and New Mexico. By 1970, Fina thoroughly saturated the Texas market and had stations in all major cities and many small towns. In 1973, American Petrofina expanded its market territory to Florida, Georgia, and multiple other southeastern states. Through subsequent years, the company continued to grow and purchased other, smaller brand service stations. In 2000, Alon Israel Oil Company Ltd. purchased Fina and all the company's assets, with exception of the Port Arthur Refinery in Texas, and changed all gas stations to Alon.

Galtex: c. 1920–c. 1940

Galtex gasoline was a product of the Deyo Oil Company. Based in Galveston, the company marketed its brand as “Galtex, the Better Gasoline,” and used a circular red porcelain sign outlined in red and white, with “Galtex” printed in white lettering. Signage featured red lettering “Deyo Oil Company, Inc.” arched around the top of the sign and “Producers Refiners Marketers” around the bottom in white.

Golden West: 1930–1950

A little-known San Antonio-based company, Golden West identified itself with a round porcelain sign outlined in white and black featuring a yellow sun in the center. Yellow and white rays rise from the sun, showing a reflection of the sun on blue mountains with a water scene below. A black outlined banner reads “Golden West” with white lettering and dark blue letters reading “Oil/Company” stretch across the sun.

Good Luck: c. 1930–c. 1980

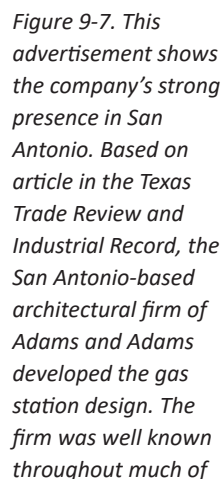
Good Luck Oil Company was a Dallas-based oil company with distinctive service stations throughout North Texas called Good Luck Service. These stations marketed the “Gloco” brand of gasoline, and signage included a green scalloped border around a white porcelain oval sign. Large green horseshoes highlighted the center with yellow diamonds to either side. The word “Good” was written in red and arched to the left of the horseshoe, with the word “Luck” arched to the right. The word “service” was written in black and stretched across the bottom of the signage.

Modeled after the “Tower Building” at the Texas Centennial in 1936, Good Luck service stations used a prominent tower or pylon in a Moderne style as the signature architectural piece. The company also marketed through less-distinctive stations in a common small box form. The Good Luck Company had stations mostly in North and East Texas, including Dallas and Fort Worth.



Figure 9-6. This is a rare example of a Good Luck gas station and it still retains its “Gloco” sign. It is an outstanding illustration of how some gas companies used the Art Deco style to distinguish themselves from competitors. Despite the enclosure of the service bay, it is a noteworthy example of this architectural expression.

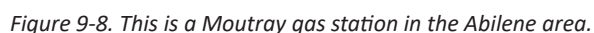
Based in San Antonio, Grayburg was a regional oil company that operated for approximately two decades. Dr. F. L. Thompson established the Grayburg Oil Company in 1917 and operated a refinery and a series of wells in the Somerset Oil Field southeast of San Antonio. Based on newspaper advertisements, company stations, designed by architects Adams and Adams, were standardized and featured an oblong box with canopy with a distinct stepped parapet on each side of the sloping roof. Signage was presented as a flange triangle and distinguished by a gray porcelain sign outlined in red, or a red triangle in a gray center with red lettering. The white lettering of “Grayburg Oil Company” arched around the top and “San Antonio, Texas” stretched across the bottom. The company operated gas stations in and around San Antonio and Austin.



Midway Service Stations: 1930–1960s

Little is known of this company, except that this was a small, San Antonio-based company founded by Sigfried (Sig) Moore. He operated a chain of Midway gas stations in parts of Texas during the 1930s and 1940s.

Moutray Oil began operations in 1927 as an independent oil company in Abilene with a refinery in Hawley. Originally completely dependent upon independent gas station owners, the first company-owned station opened in 1937. Stations were in Abilene, Stamford, and Rule; however, the last establishment closed before 1946.



Roy B. Jones founded the Panhandle Refining Company in 1918. The company maintained its headquarters in Dallas but built a large refinery in Wichita Falls soon after the discovery of oil in nearby Burkburnett. The company maintained a presence in north-central Texas but expanded as far west as Albuquerque, New Mexico, by the 1930s. In 1956, Belgium-based

Petrofina expanded its operations into the United States when it purchased the Panhandle Refining Co. plant in Wichita and subsequently rebranded Panhandle gas stations under the Fina name.



Figure 9-9. This 1930 image of a Panhandle gas station was in Albuquerque, New Mexico. It shows how the company expanded well beyond its base of operations in Texas.

Pioneer: c. 1928–1970s

Little is known about Pioneer service stations other than they operated in Del Rio, Austin, San Antonio, Waelder, Harper, Lamesa, Burnet, Wichita Falls, Comanche, Hearne, Bonham, Mason, and Dallas prior to disappearing in the 1970s. The standardized building used by the company was an oblong box with canopy. It had a brick veneer, box columns, a flat roof, and a distinct alternating brick pattern in the middle of the columns, along with a darkened diamond of bricks at the top.

Premier Oil Company: 1955-1964

Premier Oil Company was an independent refining company located in Longview. Until 1964 when the company merged with Sunray DX, Premier gas stations operated throughout Texas, Oklahoma, Arkansas, and Louisiana.

Pure: c. 1930–1965

Established in 1891 as the Producers Oil Company, the American petroleum company's name was changed to Pure Oil Company in 1895. Pure Oil began to market gasoline in 1914, with refineries located in Ohio, West Virginia, Oklahoma, and Texas. Pure Oil service stations developed a standardized house with canopy form that was introduced in the 1920s and had distinct Tudor Revival-styled influences, displaying the company's blue and white colors. The house had a very steeply pitched side-gabled roof with an equally steeply pitched front-gabled canopy extending off the storeroom. The company logo was a circular sign outlined in blue on a white background with the word "Pure" written in blue in the center. In Texas, Pure Oil service stations were in the vicinities of Van, Victoria, San Antonio, Nederland, Brownsville, Tyler, Houston, Corpus Christi, and Laredo. In 1965, the Union Oil Company of California purchased the company, keeping the Pure Oil name intact until it was phased out and replaced with the Union 76 logo in 1970.

Ritters: c. 1950–c. 1970

This was a small, independent refining company once based in Austin. While little is known of the company history, the company's signage featured a white porcelain sign with a green oval extending from "G" in script and "Gasoline" in green across the bottom. "Ritters" was written in red at the center of the oval. Stations were located in Goliad, Cuero, and Rockdale, in addition to Austin.

Shamrock: 1933–1967

Shamrock Oil and Gas was founded in Amarillo by John Sheerin in 1929. In 1933, the company constructed its first refinery in Sunray and opened its first gas station there that same year. Shamrock continued to grow and by 1941 operated 162 service stations located across the southwestern states. In 1960, the company purchased much of the Sigmor chain of service stations, although it leased the company back to its original owner, who continued to operate under the original name. Shamrock Oil and Gas merged with Diamond Alkali in 1967 to form the Diamond Shamrock Corporation, with Sigmor joining the merge in 1983. As of 2010, Diamond Shamrock stations could be found in Texas, Colorado, Louisiana, and New Mexico. The original logo of the Shamrock Oil and Gas company was round with a white background and a green cloverleaf in the center. The words, “The Shamrock Oil and Gas Corporation” framed a circle around the shamrock. Prior to the merger, Shamrock service stations were located throughout Texas and could be found in every major city and many small towns, including Amarillo, Pampa, Wichita Falls, Abilene, Alice, Albany, Alpine, Belton, Big Spring, Andrews, Bonham, Bridgeport, Brownfield, Bowie, Brownsville, Brownwood, Canyon, Corpus Christi, Denton, El Paso, Gilmer, Lubbock, McKinney, Mexia, Odessa, San Antonio, Seymour, Snyder, Spur, Victoria, Winters, Tulia, Rosenberg, Nocona.

Sigmor: 1943-1982

In 1937, Tom E. Turner moved from Fort Worth to San Antonio and eventually found a job at a gas station owned by Sigfried Moore. In 1943, Moore retired and

agreed to loan Turner the funds necessary to start his own business. Turner called his business Sigmor to honor his former boss and financial backer. From such humble beginnings, Turner went on to create a highly successful retail gas business that eventually included over 600 stations. Following a company restructuring in 1959 which allowed each station to incorporate individually, most Sigmor stations were purchased by Shamrock in 1960 and leased back to Turner. Sigmor’s relationship with Shamrock developed even further ties and in 1978, Sigmor became a wholesale distributor of Diamond Shamrock (successor to Shamrock) gasoline. In January 1983, Diamond Shamrock acquired the company for \$160 million. Sigmor’s founder, Tom E. Turner, later established TETCO (based on his name), a San Antonio-based company which owns a variety of food service franchises, real estate developments, and petrochemical distribution services. Stations were located in New Braunfels, Georgetown, Seguin, Dayton, San Antonio, and Lockhart.

Skelly: c. 1930–1974

Skelly Oil Company was founded in 1919 by William Skelly, Chesley Herndon, and Frederick Pielsticker in Tulsa, Oklahoma. Skelly’s primary market was the Midwestern states, including Oklahoma, Kansas, Nebraska, Iowa, and Minnesota, and Skelly service stations appeared in Texas as early as the 1930s. Skelly’s logo was a diamond lined in red, with a white “S” filling the navy-blue interior. A white box with “Skelly” written in red extended across the middle of the diamond and on top



of the “S.” In Texas, Skelly service stations could be found in Amarillo, Glen Rose, Pampa, Lubbock, Abilene, Paris, Waco, Dallas, Fort Worth, Brady, and Midland. Getty Oil acquired the company in 1977.

Slimp: c. 1910–1949

Located in San Antonio, Slimp Oil was a small-scale oil refining operation founded by Chester Slimp. The company had a plant in Somerset named The Pioneer Oil and Refining Company, which operated until 1949.



Figure 9-10. A distinctive feature of the only known examples of Slimp gas stations is the broad hipped-roof canopy and wide brick piers. This example was built about 1930 in San Antonio.

Sunoco: 1890-present

The progenitor of Sunoco can be traced back to 1890 with the founding of the Sun Oil Company of Ohio. One of the co-founders was Joseph Newtown Pew, whose family later established the Pew Charitable Trusts. The company built its first gas station in Ardmore, Pennsylvania, in 1920. Two years later, the company simplified its name to Sun Oil Company and continued to grow and diversify its business holdings. By 1928, the company boasted over 500 gas stations from New York to Michigan. Among its retail marketing innovations was the introduction of octane

ratings for consumers in 1931. In 1968, the company merged with DX Oil Co. of Tulsa, Oklahoma, thereby expanding its market territory. The company continued to expand and in 1980 purchased the oil and gas subsidiary of Seagram Distillers Company of Canada (the former Texas Pacific Oil Co., Inc.) for \$2.3 billion. At that time, the transaction represented the second largest acquisition in U.S. history. In 1998, the company officially changed its name to Sunoco, Inc. Sunoco gas stations are found throughout Texas.

Texas Pacific (TP): c. 1915–1963

Texas Pacific Coal and Oil Company (otherwise known as TP Gasoline Stations) was an early independent company based in Fort Worth. The company's early gas stations featured a distinctive domed house form with elaborate decorative details. The company marketed Texas Pacific Gasoline and motor oil until 1963, when it was purchased by Seagram's Distillers Company of Canada. The offices were moved to Dallas and the operations merged with the Frankfort Oil Company. In 1980, Seagram sold its oil and gas operations to Sun Oil Co (see Sunoco). TP gas stations were located throughout Texas, including Abilene, Austin, Comanche, Dallas, Fort Worth, Lubbock, Midland, San Angelo, and Waco.

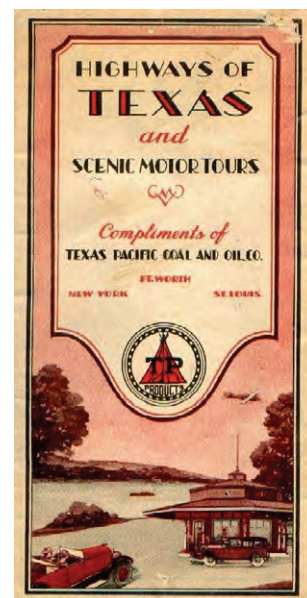


Figure 9-11. A highway map published by Texas Pacific Coal and Oil Company, more commonly known as TP.

Triangle Refinery: 1937-1957

Formed by J.B. Saunders, Triangle Refineries was a small independent oil company operating in Houston. Service stations operated under the Triangle brand and offered Hiotane and Cloverleaf products. The company was sold to Kerr McGee in 1957. Gas stations were in Houston, Orange, and Beaumont.

Union Texas Petroleum: c. 1950–c. 1975

Based in Houston, Union Texas Petroleum was part of Allied Chemical, and marketed a brand of gas known as “Texgas” across the south-central United States. Union marketed under a white diamond-shaped porcelain sign with a red scripted “Texgas” and black “Gasolines” across the center.

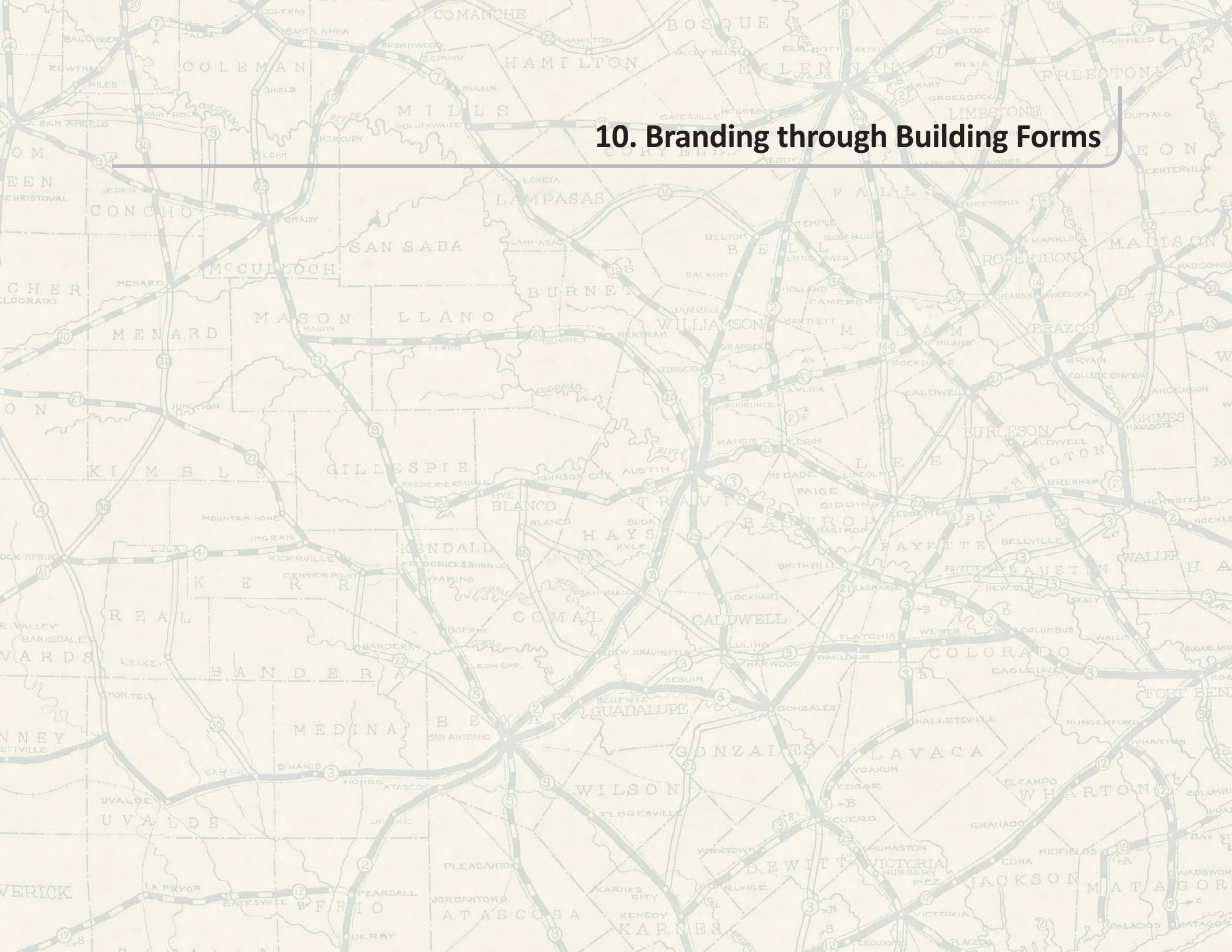
Valero: 1980-present

With headquarters in San Antonio, the Valero Energy Corporation was created in 1980 as the successor to the LoVaca Gathering Company, a subsidiary of the Coastal Gas Corporation. In 1981, Valero purchased 50 percent of the Saber Energy refinery in Corpus Christi while the complex was still under construction and acquired the remaining half in 1984. In 1997, the company embarked on an aggressive expansion program and eventually acquired 15 plants throughout the United States and Canada. In 2001, the company purchased Ultramar Diamond Shamrock Corp. for \$6 billion. Following this acquisition, Valero became the nation’s largest independent refining company, and it remains a major producer and retailer of gasoline and other petroleum products marketed under the Valero, Diamond Shamrock, Shamrock, and Beacon brands. Valero gas stations are found throughout the state.

Wofford Oil Co. of Georgia/ Alabama: c. 1925–1935

Wofford, established c. 1925, first marketed a benzol blend of gasoline, Woco-Pepo, in Georgia and Alabama. In 1925, Pure Oil of Pennsylvania merged with Wofford and began to market Woco-Pepo through South Texas until World War II.

10. Branding through Building Forms



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Introduction

This chapter examines the evolution of gas station design for each of the major oil companies historically operating in Texas. These examples visually call out the distinguishing and salient physical features of each type and complement information presented in the previous section, *Gas Stations from 1910 to Post-1970*. Some of these gas stations are approaching the century mark, which attests to the building form's quality of design, functionality, and adaptability to the dynamic tastes and preferences of Texas consumers.

This section relies heavily on current photographs of historic gas stations to identify the character-defining features unique to each oil company and time period. The photographs note major physical attributes by number, which correspond to the list below the image. Each entry includes a brief discussion of changes and alterations that diminish the historic character and integrity of each gas station, as depicted in the example. These examples will help readers identify the company affiliation and approximate year of construction of gas stations seen in the field.

Chevron

c. 1940 – c. 1950



Figure 10-1. Constructed c. 1945; located at 323 West 2nd Street, Odessa, Ector County.

Horizontal emphasis and curved elements suggest Moderne stylistic influences.

1. Flat roof and unadorned parapet, continued to post-1970
2. Smooth stucco finish
3. Rounded corners on canopy, if present
4. Narrow metal poles support canopy, continued to 1970
5. Multiple service bays, continued to 1970
6. Rounded corners on office in some examples

Alterations: Pumps removed, service bay doors replaced, transoms with glass brick.

Chevron

c. 1950 – c. 1970



Figure 10-2. Constructed c. 1960; located at 400 West 3rd Street, Pecos, Reeves County.

Sharp lines and box-like form suggests International stylistic influences.

1. Brick or stucco finish
2. Canopy with right-angle corners
3. Outward sloping wall extends from side of office and last service bay on front
4. Deep eaves on side and front

Alterations: Pumps removed, one service bay door replaced, paint over some windows.

Post-1970

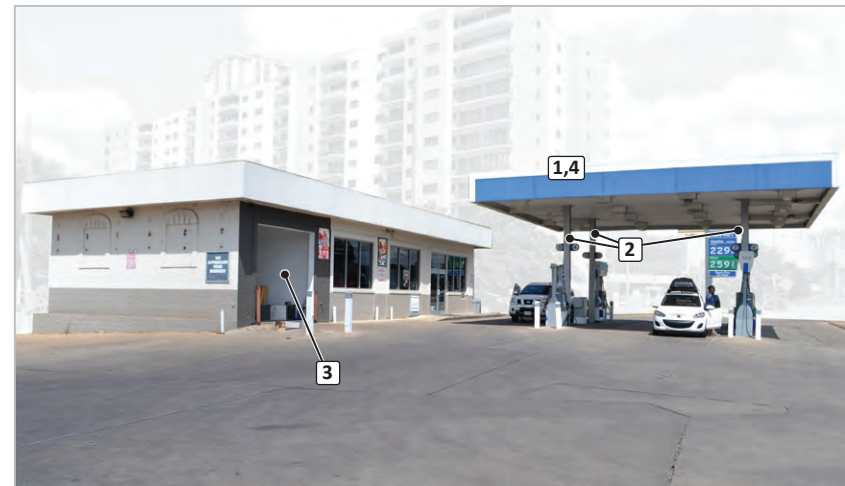


Figure 10-3. Constructed c. 1970; located at 30 North IH 35, Austin, Travis County.

Combination store/office separate from gas-pumping area; exhibits no stylistic influences.

1. Detached canopy with broad unadorned parapet
2. Metal columns inset within canopy
3. Attached car wash bay (sometimes in a separate building at rear or side of lot)
4. Most distinct feature is blue and white detached canopy

Alterations: None.

Cities Service / Citgo

c. 1920 – c. 1930



Figure 10-4. Constructed 1923; located at 1445 North Main Street, Fort Worth, Tarrant County.

Circular feature in parapet and tiled pent roof suggests Spanish Colonial Revival stylistic influences.

1. Flat roof with brick parapet with brick coping
2. Red-tiled pent roof across canopy and office
3. Square brick piers support canopy and extend past roofline
4. Brick exterior finish, continued to 1970
5. Circular element in front and sides with corporate logo

Alterations: Infilled canopy, small side addition, door replaced, pumps removed.

c. 1920 – c. 1950



Figure 10-5. Constructed c. 1930; located at 200 East Marshall Avenue, Longview, Gregg County.

Residential-like quality with Tudor Revival stylistic influences; lacks canopy over pumping area.

1. Steeply pitched cross-gabled roof, continued to 1950
2. Large gabled extension on front façade, continued to 1950
3. Company logo embedded in front and side gable ends, continued to 1950

Alterations: Pumps removed, original windows and doors replaced, metal roof.

Cities Service / Citgo

c. 1950 – c. 1970



Figure 10-6. Constructed c. 1950; located at 2103 North Oak Avenue, Mineral Wells, Palo Pinto County.

Utilitarian building with minimal amounts of ornamentation; suggestive of Modern and Streamlined (Moderne) influences.

1. Two-part flat roof with higher roof over service wing; lower roof over office, continued to 1970
2. White porcelain enamel or brick exterior finish, continued to 1970
3. Canopy, if present, has right-angled corners and extends from roofline, continued to 1970
4. Narrow metal poles support canopy, continued to 1970
5. Multiple service bays, continued to 1970
6. Green horizontal bands below building roofline and canopy fascia
7. Free-standing light pole with green mushroom-shaped shade, continued to 1970

Alteration: Windows and doors covered or replaced, pumps removed, painted masonry on service bays, removed horizontal banding.

Post-1970



Figure 10-7. Constructed c. 1970; located at 604 Main Street, Taylor, Williamson County.

Combination store/office separate from gas-pumping area; exhibits no stylistic influences.

1. Flat roof with narrow parapet
2. Detached canopy with broad unadorned parapet
3. Metal columns inset within canopy
4. Most distinctive feature is red-and-white color scheme

Alteration: None.

Conoco

c. 1930 – c. 1940



Figure 10-8. Constructed c. 1930; located at 590 East Walker Street, Breckenridge, Stephens County.

Residential-like quality with Tudor Revival stylistic influences.

1. Steeply pitched cross-gabled roof
2. Stucco or brick exterior finish, sometimes with stone around entry
3. Multiple service bays, continued to 1970
4. Interior brick chimney
5. Narrow vents in gable ends

Alterations: Entrance re-configured, painted masonry surface, metal roof, metal awning on side, new canopy over gas-pump island.

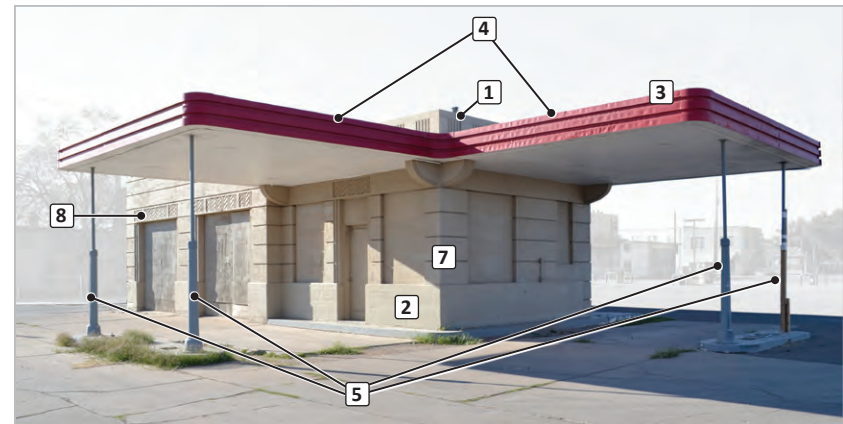


Figure 10-9. Constructed c. 1935; located at 115 East 3rd Street, Pecos, Reeves County.

Masonry building with geometric detailing suggestive of Art Deco stylistic influences.

1. Flat roof, continued to post-1970
2. Stucco or poured concrete exterior finish
3. Canopy with rounded corners and recessed bands, continued to 1940
4. Two canopies are sometimes present, continued to 1940
5. Metal posts support canopy, continued to 1970
6. Other examples with cantilevered canopies (not present in this example)
7. Broad horizontal bands evenly spaced across façades, continued to 1940
8. Geometric detailing above service bay doors and sometimes in frieze along parapet

Alterations: Plywood covering over windows, door, and service bays, pumps removed.

Conoco

c. 1930 – c. 1940 (cont.)

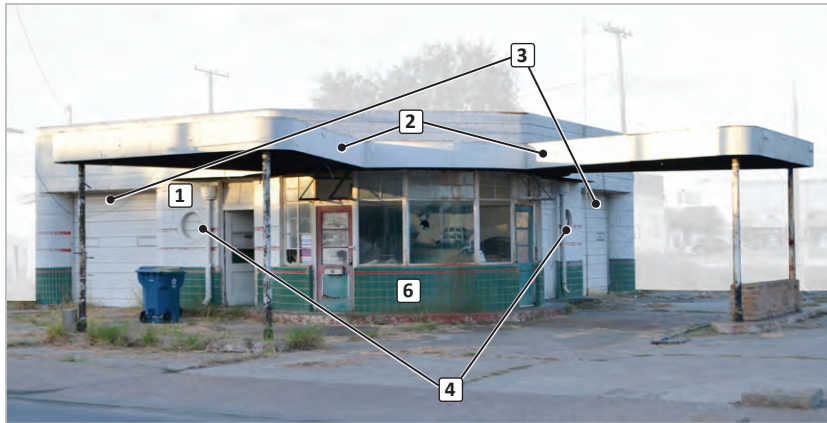


Figure 10-10. Constructed c. 1935; located at East Cleveland Street at North St. Mary's Street, Beeville, Bee County.

Curved elements and circular motifs indicative of Streamlined Moderne stylistic influences.

1. Brick exterior finish
2. Triangular-shaped canopies with rounded corners
3. Separate service bays on opposite sides, each with curved corners
4. Small oculus windows adjacent to each bay
5. Canopy supports with concentric rings as capitals (removed from this example)
6. Green tile with red trim along base

Alterations: Garage doors replaced, concentric rings removed from canopy poles, pumps removed.

c. 1940 – c. 1950



Figure 10-11. Constructed c. 1945; located at 117 West 8th Street, Cisco, Eastland County.

Clean, crisp lines suggestive of Modern or International stylistic influences.

1. Porcelain enameled panels
2. Canopy with rounded corners
3. Red, gold, and orange bands extend around canopy and on main building directly above service bays, office windows, and main entrance

Alterations: Gabled roof added to building and canopy, all doors replaced, windows covered, pumps removed.

Conoco

c. 1950 – c. 1970



Figure 10-12. Constructed c. 1955; located on US 287, Childress, Childress County.

Long, low form suggests Modern or International stylistic influences.

1. Two-part flat roof; higher roof over service wing; lower roof over office
2. Concrete block and brick exterior finish, continued to post-1970
3. Semi-detached canopy, if present, slightly elevated above roofline of building
4. Angled metal poles support canopy (not present in this example)
5. Brick wall extends off corner of building, adjacent to service bay
6. Wide eaves, continued to 1970
7. Metal panels above display windows and main entrance
8. Horizontal banding around roofline above office and above service bays

Alterations: Pumps removed.



Figure 10-13. Constructed c. 1965; located at 7272 Gaston Avenue, Dallas, Dallas County.

Long, low form suggests Modern or International stylistic influences.

1. Attached canopy extends from top of roofline
2. Canopy provides protection for two sets of gas pump islands
3. Two sets of metal posts support canopy

Alterations: Service bays enclosed, pumps removed.

Conoco

Post-1970



Figure 10-14. Constructed c. 1970; located at 1221 South Parkway Drive, Alvarado, Johnson County.

Combination store/office separate from gas-pumping area; exhibits no stylistic influences.

1. Detached canopy with broad unadorned parapet
2. Metal columns inset within canopy
3. Red and white color scheme in canopy and parapet a signature feature
4. Free-standing sign with elongated oval shape

Alterations: new signage, pumps removed.

c. 1913 – c. 1920



Figure 10-15. Constructed 1918; located in Beaumont, Jefferson County.

Octagonal-shaped building with Spanish Eclectic stylistic influences.

1. Octagonal roof with green tile covering
2. Dark red brick exterior (painted in this example), continued to early 1930s
3. Massive brackets support broad eaves
4. Cupola and flag pole crown building

Alterations: Painted brick surface, door and windows replaced, pumps removed.

c. 1917- c. 1930



Figure 10-16. Constructed c. 1920; located at 201 Holbrook Street, Mount Vernon, Franklin County.

Dual chromatic brickwork in box-like building; Craftsman and Colonial Revival stylistic influences.

1. Flat roof with a parapet, continued to 1975
2. Large squared piers at corners of canopy and office, continued to 1937
3. Canopy columns project out past canopy
4. Tan-colored brickwork in red-brick piers includes long vertical panels with soldier course, as well as small square and diamond-shaped panels
5. Cornice moldings and brackets (not present on this example)

Alterations: Pumps removed.

Gulf

c. 1930 – c. 1940



Figure 10-17. Constructed c. 1930; located at 1425 Washington Avenue, Waco, McLennan County.

Massive form; clean horizontal and vertical lines suggestive of Art Deco stylistic influences.

1. Smooth stucco exterior finish, continued to 1937
2. Three vertical ribbed lines in the stucco finish of the columns and office, continued to 1937
3. Three raised horizontal bands across canopy and office
4. Tops of columns project slightly beyond surface of canopy

Alterations: None.



Figure 10-18. Constructed c. 1930; located at 301 West Sealy Avenue, Monahans, Ward County.

Clean horizontal and vertical lines that suggest Art Deco stylistic influences.

1. Narrow canopy with three horizontal bands in fascia
2. Single and centrally placed column creates a sense of openness
3. Large triangular capital on column
4. Small interior chimney at rear

Alterations: Major side addition, windows boarded and bricked over, doors replaced, pumps removed.

Gulf

c. 1937 – c. 1960



Figure 10-19. Constructed c. 1940; located at 301 North Locust Street, Denton, Denton County.

A horizontal emphasis suggests Streamlined (Moderne) stylistic influences.

1. White porcelain enamel panels over most of exterior; blue porcelain enamel panels along base, continued to 1975
2. Metal poles support canopy, continued to 1975
3. Multiple service bays, continued to 1975
4. Rounded corners and edges, continued to early 1960s
5. Three blue bands between window/door openings and roof, continued to early 1960s

Alterations: Some doors replaced, pumps removed.

c. 1940 – c. 1960

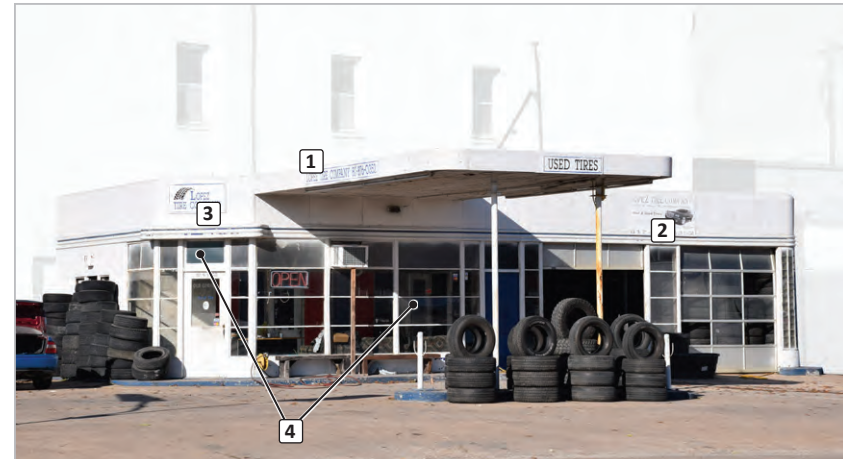


Figure 10-20. Constructed c. 1950; located at 121 North Waco Street, Hillsboro, Hill County

Long, low form and emphasis on the horizontal suggests Streamlined (Moderne) stylistic influences.

1. Canopy extends from top of roofline
2. Vertical column of fixed, multi-light windows between service bays
3. Angled corner with single-door entrance
4. Glass wall with windows and transoms with horizontal muntins create sense of openness

Alterations: Pumps removed.

Gulf

c. 1960 – c. 1975



Figure 10-21. Constructed c. 1965; located at 110 Avenue F NW, Childress, Childress County.

Minimal stylistic detailing and an emphasis on the horizontal suggest restrained Modern or International stylistic influences.

1. Extended overhanging eaves
2. Inward-sloping eaves on canopy
3. Squared corners and edges
4. Orange-colored trim along fascia

Alterations: None.

Post-1975

Gulf stations in Texas rebranded as Chevron; Gulf brand reintroduced in Texas in 2010 but on a limited basis.

Humble / ENCO / EXXON

c. 1920 – c. 1930

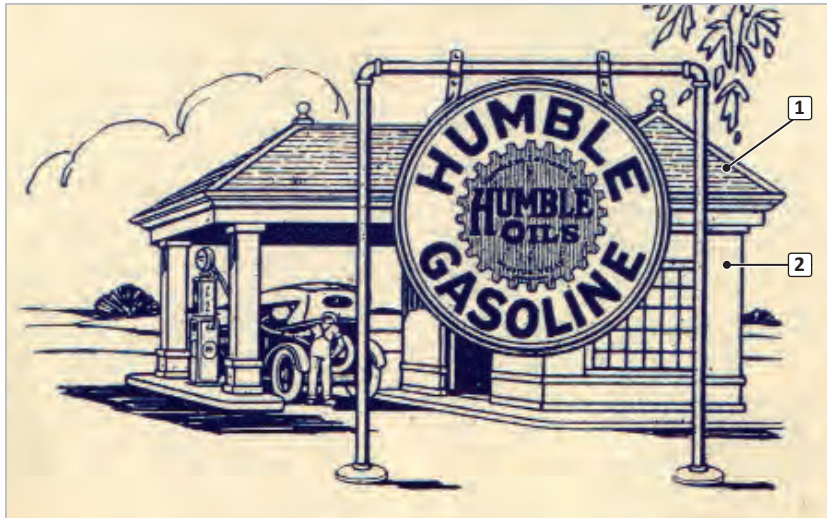


Figure 10-22. Line drawing from the 1925 “Highways of Texas” map book published by Humble Oil of Houston.

Residential-like quality with Classical or Colonial Revival stylistic influences.

1. Hipped roof with raised parapet, continued to 1940
2. Brick or stucco exterior finish, continued to 1960
3. Raised and arched parapets and stucco columns sometimes used (not present in this example)

Alterations: None.

c. 1927 – c. 1940

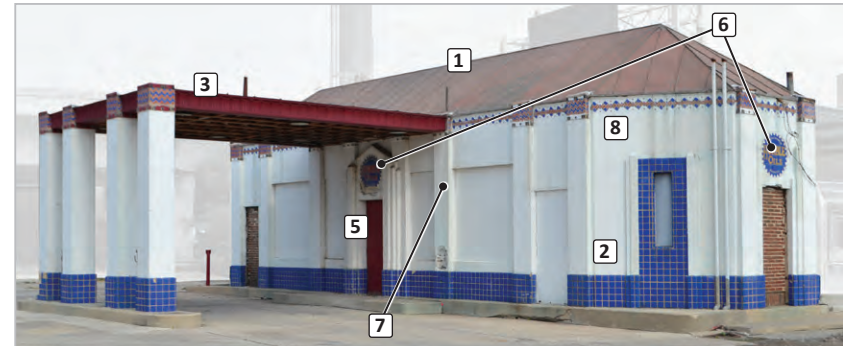


Figure 10-23. Constructed c. 1935; located at 1019 South Laredo Street, San Antonio, Bexar County.

Eight-sided building with Art Deco/Spanish Colonial Revival stylistic influences. Designed by Houston-based architect John F. Staub.

1. Eight-sided hipped roof with metal covering
2. Stucco exterior finish with glazed blue tile along the base, continued to 1960
3. Canopy with flat roof and four squared columns with tiled base and decorative tilework at top
4. Service bay(s) sometimes included as side addition (not present on this example), continued to 1970
5. Primary entrance set within framing that includes pilasters and pediment, continued to 1940
6. Circular company logo above main and side doors, continued to 1940
7. Stuccoed pilasters mimic canopy columns, continued to 1940
8. Decorative pattern of blue and red tile located below roofline on each façade

Alterations: Windows infilled, doors either infilled or replaced, pumps removed, canopy roof altered.

Humble / ENCO / EXXON

c. 1927 – c. 1940 (cont.)



Figure 10-24. Constructed c. 1930; located at the northeast corner of Helena Street and Main Street, Runge, Karnes County.

Subdued version of Staub-designed hexagonal gas station; Art Deco/Spanish Colonial Revival stylistic influences.

1. Smaller, less complicated footprint than previous design
2. Relatively low-pitched, four-sided hipped roof with metal covering, continued to 1940
3. Angled metal columns may be present instead of massive box-like columns of previous design, continued to 1970

Alterations: Company logo removed, windows and doors boarded or infilled, pumps removed.



Figure 10-25. Constructed 1930; located at 602 Walnut Street, Columbus, Colorado County.

Small utilitarian building without canopy; minimal amounts of stylistic detailing

1. Relatively steep, four-sided hipped roof
2. Large display windows on front
3. Exposed gas-pump island (not visible in this form)

Alterations: Canopy removed, pumps removed.

Humble / ENCO / EXXON

c. 1940 – c. 1960



Figure 10-26. Constructed c. 1955; located at 1216 W San Antonio St, New Braunfels, Comal County.

Functional gas station design with minimal stylistic details that reflects Modern movement.

1. Flat roof, continued to 1970
2. Porcelain enamel, stucco, or brick exterior finish

Alterations: Pumps removed.

c. 1960 – c. 1970



Figure 10-27. Constructed 1966; located at 516 North Main Street, Weatherford, Parker County.

Slanted roofline suggests Modern stylistic influences.

1. Two-part roof with higher roof over service bays
2. Outward sloping roof over office is distinctive feature of this type
3. Concrete block exterior finish, continued to post-1970
4. Detached butterfly canopy
5. Angled metal poles or metal columns

Alterations: Pumps removed.

Humble / ENCO / EXXON

c. 1960 – c. 1970 (cont.)



Figure 10-28. Constructed 1968; located at 8602 Garland Road, Dallas, Dallas County.

Residential-like quality with a long, low form that suggests Ranch Style influences.

1. Low-pitched, cross-gabled roof (cross gable not visible in this example)
2. Brick and wood exterior finishes
3. Attached canopy is common but some lack canopy; still other examples have a second canopy projecting off the side of the office
4. Front-gabled roof over canopy is seamless extension of roof over main building
5. Angled wall extends from rear of office and supports canopy (not visible in this example)
6. Decorative beams extend from deep eaves
7. Large fixed transoms in gable-end above service bays (not present in this example)
8. Wide eaves

Alterations: Office transoms covered, office windows partially infilled, small partial-width metal canopy across two service bay openings, pumps removed.

Post-1970



Figure 10-29. Constructed c. 1970; located at 606 Market Street, Hearne, Robertson County.

Combination store/office separate from gas-pumping area; no stylistic influences.

1. Flat roof topped by metal parapet
2. Separate gas-pump island with semi-detached canopy
3. Canopy usually covers multiple pump islands

Alterations: Pumps replaced.

Magnolia / Mobil

c. 1915 – c. 1925

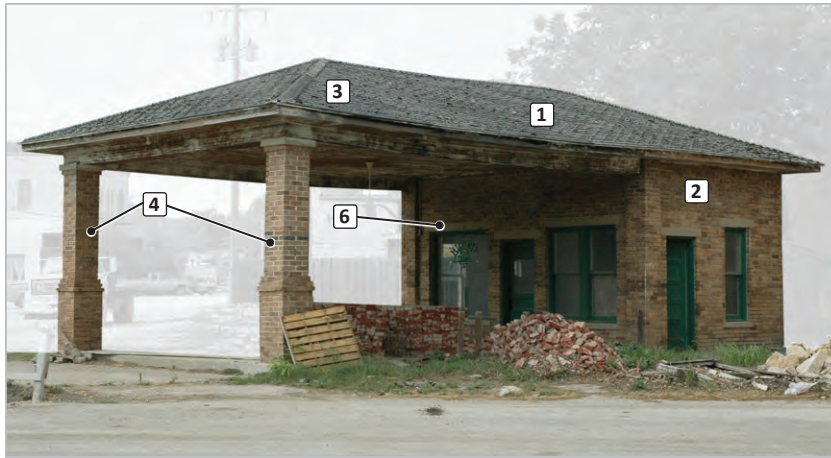


Figure 10-30. Constructed c. 1915; located at the northeast corner of Elm Street and North Railroad Street, Hico, Hamilton County.

Residential-like quality with Craftsman stylistic influences.

1. Low-pitched hipped roof
2. Brick exterior finish, although wood or stone sometimes used; continued to 1940
3. Canopy projects from main building as continuous extension of roof; continued to 1940
4. Brick columns with tapered pedestals and unadorned cast-stone/concrete capitals; continued to 1934
5. Brick quoins (not present on this example), continued to 1934
6. Cast-stone/concrete door and window lintels and sills
7. Exposed rafter ends in canopy (not present on this example)

Alterations: Pumps removed.

c. 1920 – c. 1930



Figure 10-31. Constructed c. 1920; unknown location in Fort Worth, Tarrant County.

Traditional commercial building with inset service bay; eclectic architectural ornamentation reflects Spanish Eclectic, Prairie, and Moorish stylistic influences.

1. Flat roof with elaborate cornice and other parapet detailing
2. Brick, cast-stone, and terra cotta exterior finish
3. Inset service/pumping area includes much of ground floor area
4. Second-floor typically used for offices
5. Segmental and round archways with elaborate detailing

Alterations: None.

Magnolia / Mobil

c. 1925 – c. 1940

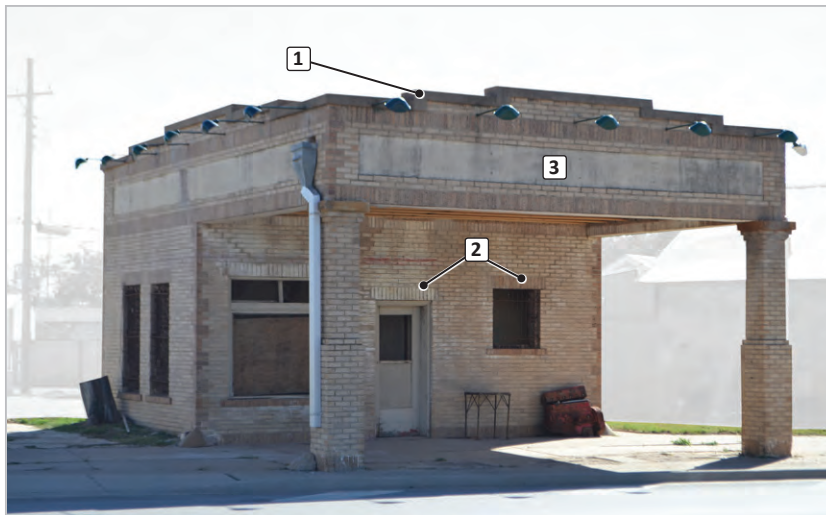


Figure 10-32. Constructed c. 1925; located on North Main Street, Albany, Shackelford County.

Common gas station form with stepped parapet; modest Classical Revival-style influences.

1. Flat roof with stepped parapet, continued to 1940
2. Soldier brick bonding in window/door lintels and sills and along base of front wall, continued to 1934
3. Inset panels in parapets for signage; illuminated by individual lights across front and sides of canopy and building

Alterations: One window boarded, pumps removed, signage removed.



Figure 10-33. Constructed c. 1925; located at 400 East 3rd Street, Burkburnett, Wichita County.

Similar to previous design but exhibits Mission Revival-style influences.

1. Mission-style parapet on front
2. Canopy projects at 45-degree angle from office
3. Service bays on side of building, continued to 1970
4. Decorative terra cotta detail at crest of parapet
5. Circular terra cotta logo with a Magnolia flower in parapet

Alterations: Rear addition, infill of service bays and some windows, doors and windows replaced, painted brick, pumps replaced.

Magnolia / Mobil

c. 1930 – c. 1940

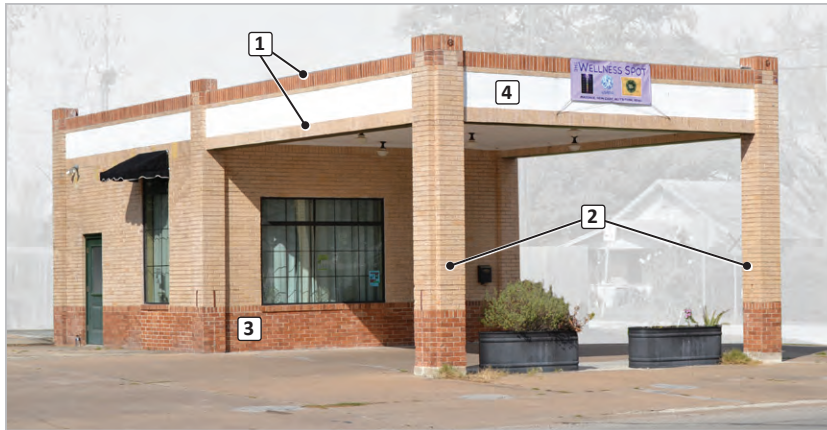


Figure 10-34. Constructed c. 1935; located at 302 Walnut Street, Columbus, Colorado County.

Utilitarian design distills basic elements of earlier forms; no distinctive stylistic influences.

1. Flat-roofed canopy with soldier course at top and base of canopy
2. Squared brick columns with inset corners/edges
3. Darker colored brickwork extends along base of office and columns
4. Inset panels in parapet provide space for signage

Alterations: Windows replaced, signage removed, pumps removed.



Figure 10-35. Constructed c. 1935; located at 624 Saint Lawrence Street, Gonzales, Gonzales County.

Stucco and red tiled roof suggests Spanish Eclectic-style influences; use of large Pegasus sign is signature feature of Magnolia Oil Company.

1. Pent roof parapets covered in red terra cotta tiles
2. Smooth stucco exterior finish, continued to 1950
3. Canopy with front-gabled roof and tile covering
4. Large corner piers with round-arch opening
5. Service bays with bracketed corners
6. Large red Pegasus sign mounted on pediment over office

Alterations: Doors and windows replaced.

Magnolia / Mobil

c. 1934 – c. 1940



Figure 10-36. Constructed c. 1935; located at 292 East Austin Street, Giddings, Lee County.

Simplified version of gas station with Spanish Eclectic stylistic influences.

1. Slightly pedimented parapet
2. Soldier course brickwork along roofline and at base of building
3. Canopy with low-pitched gabled roof
4. Massive rectangular columns with oversized stylized capitals

Alterations: Door and some windows replaced, canopy roof replaced, pumps removed.

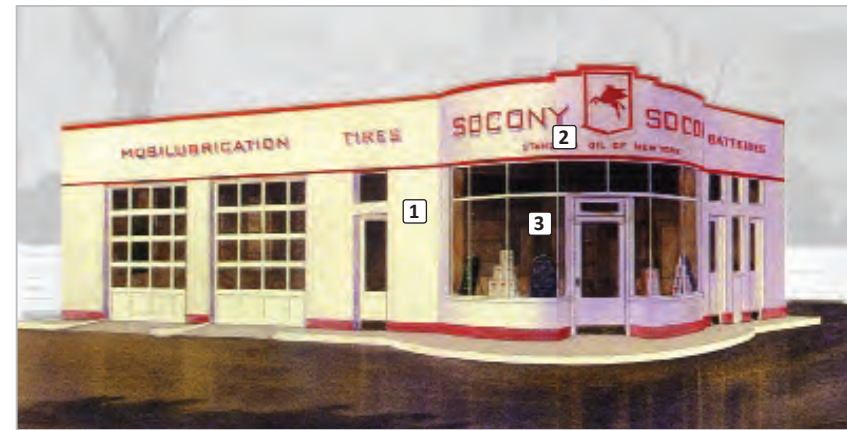


Figure 10-37. A drawing of the new drum design from the firm of Frederick G. Frost; unknown location.

Clean, crisp lines and a rounded corner suggest Streamline (Moderne) stylistic influences.

1. Porcelain enamel exterior finish, continued to 1970
2. Rounded "drum-like" bay marks main entrance, continued to 1950
3. Glass wall-like storefront

Alterations: None.

Magnolia / Mobil

c. 1940 – c. 1950



Figure 10-38. Construction date and location unknown.

Clean, crisp lines and prominent rounded corner suggests Modern stylistic influences.

1. White porcelain enamel exterior finish
2. Large drum-like storefront with curved windows and transoms
3. Ocular windows on either side of storefront bay
4. Red accent trim used as company branding
5. Pegasus logo on front parapet

Alterations: None.



Figure 10-39. Constructed c. 1940; located at 1308 Lavaca Street, Austin, Travis County.

Long, low horizontal emphasis and minimal amounts of detailing suggestive of Modern-style influences.

1. Canopy with rounded corners
2. Narrow metal poles, continued to 1970
3. Large fixed-glass windows present a glass wall effect
4. Evenly spaced ribbing in brickwork across front and sides
5. Red and white bands along roofline and canopy

Alterations: Service bay doors replaced, painted exterior finish, pumps removed, some windows and rear bathroom door boarded.

Magnolia / Mobil

c. 1950 – c. 1970



Figure 10-40. Constructed c. 1960; located at 299 West Omega Street, Henrietta, Clay County.

Minimal details and sharp edges suggest Modern-style influences.

1. White porcelain enamel or concrete block exterior finish
2. Canopy, if present, extends from top of roof
3. Metal panels above display windows are a distinctive feature
4. Two red and white bands; upper band just below roofline and lower just above office and service bays (not present in this example)
5. Concrete blocks often painted gray and white

Alterations: Banding removed from building, metal canopy added to service bays, pumps replaced.

Post-1970



Figure 10-41. Constructed c. 1970; located at 3630 South Congress Avenue, Austin, Travis County.

Combination store/office separate from gas-pumping area; no stylistic influences.

1. Detached canopy with broad blue parapet
2. Metal columns inset within canopy
3. Carwash bay sometimes attached to store/office (not present in this example)

Alterations: Rear addition.

Phillips 66

c. 1927 – c. 1940

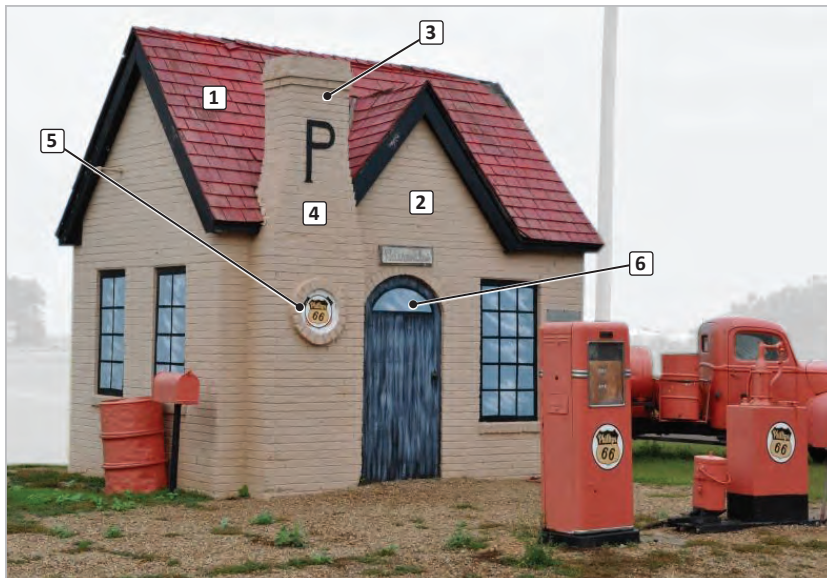


Figure 10-42. Constructed 1927; located at southeast corner of First Street and Gray Street, McLean, Gray County.

Residential-like quality with Tudor Revival stylistic influences.

1. Steeply pitched, cross-gabled roof, present in all forms to 1938
2. Brick or stucco exterior finish, often in a dark earth tone, present in all forms to 1938
3. Exterior brick chimney on front, continued to 1938
4. Large "P" letter attached to chimney, continued to 1938
5. Circular brick work to display company logo, continued to 1938
6. Round-arched entry under front-facing gable

Alterations: Windows and door replaced.

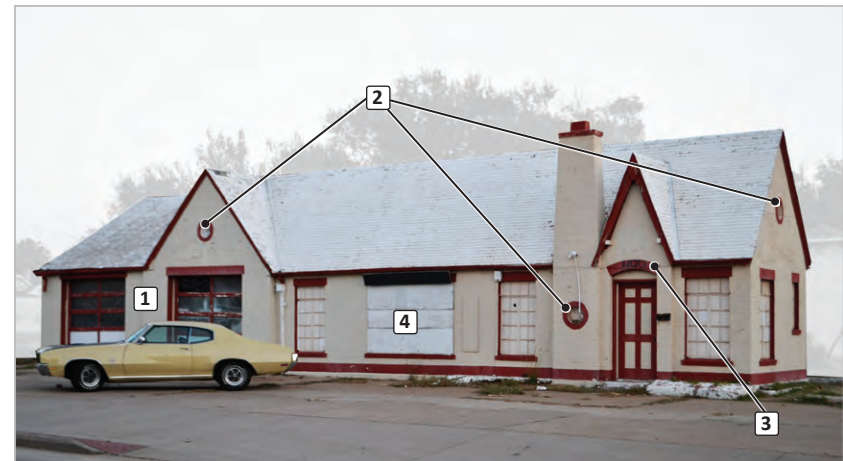


Figure 10-43. Constructed c. 1935; located at northwest corner of NW Avenue F and NW 4th Street, Childress, Childress County.

Residential-like quality and Tudor Revival stylistic influences; larger than previous version.

1. One or more service bays
2. Ocular window in gable ends and chimney
3. Segmental-arched door entry
4. Large display window separate from service bay(s)

Alterations: Pumps removed, "P" removed from chimney.

Phillips 66

c. 1927 – c. 1940 (cont.)



Figure 10-44. Constructed c. 1935; once located in Odessa, Ector County (no longer extant).

Small building with residential-like quality and Tudor Revival stylistic influences.

1. Small window openings in gable ends
2. Lacks exterior chimney seen in other forms of era
3. Front gable has lower pitch and is less prominent

Alterations: None.

c. 1938 – c. 1950



Figure 10-45. Constructed c. 1940; located at 500 East 3rd Street, Big Spring, Howard County.

Nondescript building with few design features and no stylistic influences.

1. Flat roof with a parapet
2. Stucco, concrete block, or brick exterior finish
3. Canopy, if present, with square corners and metal pole supports (not present in this example)
4. Multiple service bays, continued to 1970
5. Small, interior chimney located above office
6. Three widely spaced red horizontal bands on exterior surface between service bay and window openings and the roofline (no longer present)

Alterations: Windows partially infilled and replaced, door replaced, pumps removed, stucco painted.

Phillips 66

c. 1950 – c. 1970



Figure 10-46. Constructed c. 1960; located at northwest corner of Railroad Avenue and Tuft Avenue, Taft, Nueces County.

Upward sloping windows and masonry work are distinctive qualities; Modern stylistic influences.

1. Two-part, flat roof with a “stepped” design; roof over service bays higher than roof over office, continued to 1970
2. Concrete block and narrow rough-hewn stone exterior finish, continued to 1970
3. Canopy, if present, with flat roof and narrow metal pole supports (not present in this example)
4. Upward slanting display windows are most distinct feature, continued to 1970
5. Wide parapet around building and canopy roof with wide recessed band centrally located (not present in this example), continued to post-1970.

Alterations: Pumps removed.



Figure 10-47. Constructed 1962; located at 315 SW 1st Street, Mineral Wells, Palo Pinto County.

Large upward sloping triangular-shaped canopy with open metal bracing column; reflects Modern stylistic influences.

1. Triangular-shaped, upward sloping canopy extends from office
2. Large metal column with metal bracing at tip of canopy; similarly detailed metal supports in gas-pump islands
3. Some examples with a second canopy projecting off the side of the office (not present in this example)
4. Some versions have projecting service bay walls that are slanted to the side (not present in this example)

Alterations: Sign at top of metal signpost removed, pumps removed.

Phillips 66

Post-1970



Figure 10-48. Constructed c. 1970; located at 2407 Lake Austin Boulevard, Austin, Travis County.

Combination store/office separate from gas-pumping area; no stylistic influences.

1. Stone veneer exterior finish
2. Large canopy extends over centrally placed store
3. Most distinct feature is red and white roof and canopy colors; company logo
4. Sometimes with detached car wash bay; similar stone veneer exterior finish

Alternations: None.

Shell

c. 1929 – c. 1930

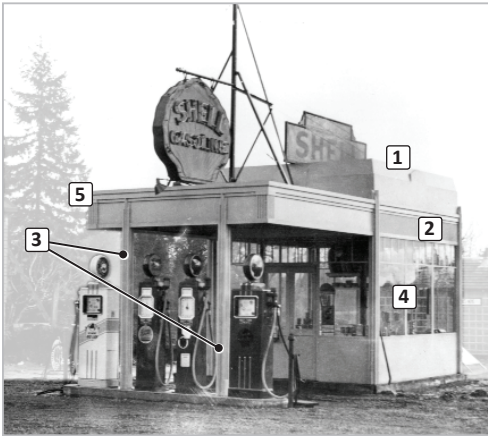


Figure 10-49. Constructed c. 1929; location unknown.

Small prefabricated metal building with geometric ornamentation.

1. Flat roof, continued to 1950
2. Glass and metal exterior finish, continued to 1940
3. Metal columns support canopy
4. Abundant use of glass creates a sense of openness, continued to 1940
5. Classically inspired molding/trim in parapet

Alterations: None.

c. 1930 – c. 1940

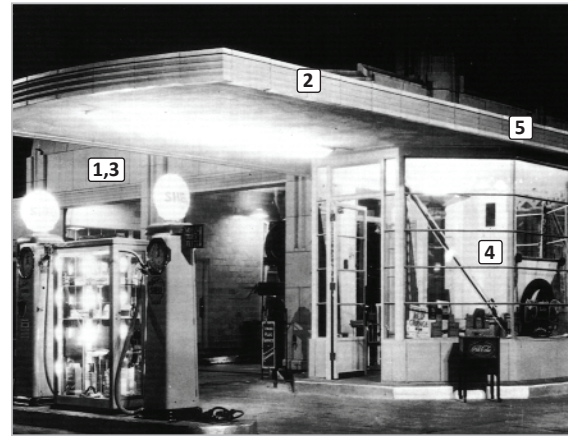


Figure 10-50. Construction date and location unknown.

Small metal building with some Streamlined Moderne stylistic influences.

1. Clay-tile exterior finish in service bays
2. Cantilevered canopy extends from roofline
3. Two service bays on side, continued to 1970
4. Large metal-frame windows with horizontal muntins extend across front and side
5. Ribbed parapet that reinforces a horizontal emphasis

Alterations: None.

Shell

c. 1940 – c. 1950



Figure 10-51. Construction date and location unknown.

Horizontal emphasis and sharp lines suggest Modern stylistic influences.

1. Porcelain enamel exterior finish
2. Large vertical element with angled walls extends from roof and has large company logo on each side, continued to 1970
3. Exposed gas-pump island with free-standing light
4. Short cantilevered canopy extends across office and across side with restrooms; company name spelled out with free-standing letters on canopy

Alterations: None.

c. 1950 – c. 1970



Figure 10-52. Constructed 1963; located at 1801 Briarcliff Boulevard, Austin, Travis County.

Residential-like quality and long, low form suggests Ranch Style influences.

1. Low-sloping, two-part front-gabled roof; secondary gable inset for office
2. Brick, stone, or wood exterior finish
3. Brick-faced extension rises from roof; used to display company logo
4. Large fixed transoms provide natural lighting for interior working area
5. Broad eaves

Alterations: Rear addition, new exterior finish, painted brick.

Shell

Post-1970

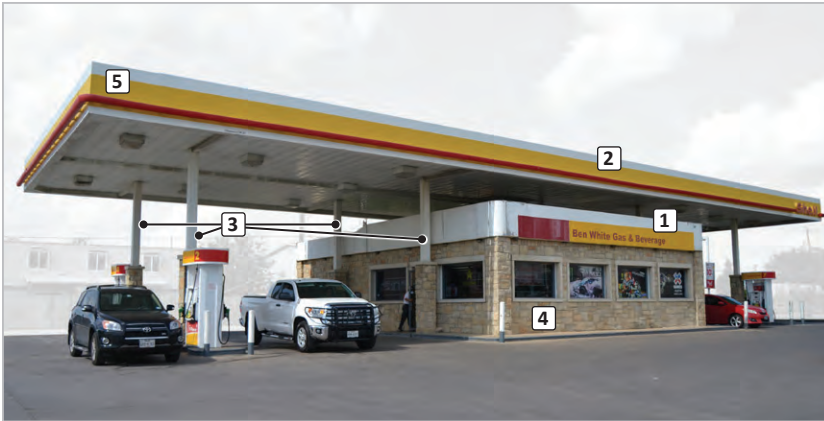


Figure 10-53. Constructed 1988; located at 2250 East Ben White Boulevard, Austin, Travis County.

Combination store/office separate from gas-pumping area; no stylistic influences.

1. Flat roof with wide metal parapet
2. Large canopy extends over centrally placed store
3. Metal columns inset within the canopy
4. Stone veneer exterior finish
5. Most distinct feature is yellow and red roof and canopy colors

Alterations: None.

Sinclair

c. 1930 – c. 1940



Figure 10-54. Constructed c. 1930; located at 240 South Main Street, Albany, Shackelford County.

Parapets, tiled pent roofs and stucco finish suggest Mission or Spanish Eclectic stylistic influences; one of the most common and recognizable gas station forms in Texas.

1. Flat roof, continued to 1969
2. Smooth stucco exterior finish, continued to 1950
3. Canopy with green-colored tile and other decorative elements
4. Large corner columns with brackets
5. Pedimented parapets on canopy, featuring rectangular signage on each elevation
6. Service bays extend from side of office, continued to 1969
7. Pent roof parapets with green tile above service bays

Alterations: Replacement garage doors, pumps removed, glass brick infill on side windows.

c. 1940 – c. 1950



Figure 10-55. Constructed c. 1945; located at 35126 Hempstead Highway, Hockley, Harris County.

Box-like form and simple design features suggests Modern style influences.

1. Roofline of office is lower than that of service area (not visible in this image), continued to 1969
2. Canopy, if present, has rounded corners
3. Narrow metal poles, continued to 1969
4. Widely spaced green bands on wall surface above service and window openings, continued to 1969
5. Canopy, if present, has single green band in center of fascia, continued to 1969

Alterations: Shed roof on canopy roof, service bay doors replaced, pumps removed.

Sinclair

c. 1950 – c. 1969



Figure 10-56. Constructed 1958, located at 1426 Herring Avenue, Waco, McLennan County.

Box-like form suggests International stylistic influences.

1. Smooth stucco or concrete block exterior finish
2. Canopy, if present, has right-angled corners, continued to 1969

Alterations: Service bay doors replaced/infilled, windows and door replaced, exterior masonry painted, pumps removed.



Figure 10-57. Constructed 1950; located at 318 Walnut Street, Columbus, Colorado County.

Long, low-form suggests International-style influences.

1. Porcelain enamel or concrete block exterior finish
2. Canopy extends from top of window/door openings, near base of parapet
3. Angled corner in office
4. Space between green bands is broader than previous types

Alterations: Some windows partially infilled, replacement garage doors, metal roof on canopy, pumps removed.

Sinclair

c. 1950 – c. 1969 (cont.)



Figure 10-58. Constructed 1950; located at 2202 Fredericksburg Road, San Antonio, Bexar County.

A long, low form and smooth, unornamented wall surfaces suggests International style influences.

1. Porcelain enamel panels
2. Central office with two canopies projecting off each side
3. Glass wall with large display windows and transoms
4. Small red dome and pedestal rise from roof; distinctive traits of this type
5. Canopy supports with concentric metal rings as a capital (not present in this example)
6. Single band (red or green) extends around building and canopy

Alterations: Horizontal element in canopies removed, pumps removed.

Post-1969

Sinclair sold all assets to Arco in 1969.

Texaco

c. 1917 – c. 1920

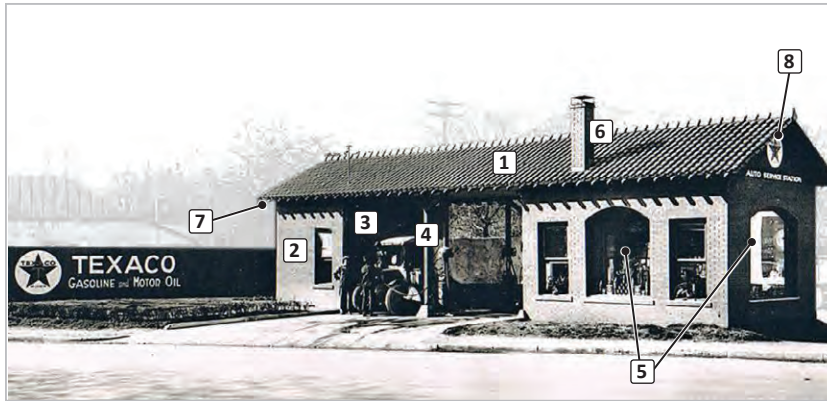


Figure 10-59. Constructed 1918, located in San Antonio (no longer extant).

Open service bay in middle of building; side-gabled tiled roof with exposed eaves suggests Spanish Eclectic and Craftsman stylistic influences.

1. Long, low-pitched side-gabled roof with tiled covering, continued to 1930
2. Brick exterior finish
3. Drive-through bay in middle of building contained pumps
4. Square column in drive-through bay
5. Large window bays within segmental arch
6. Interior chimney
7. Exposed rafter ends
8. Company logo in gable end

Alterations: None.

c. 1920 – c. 1930

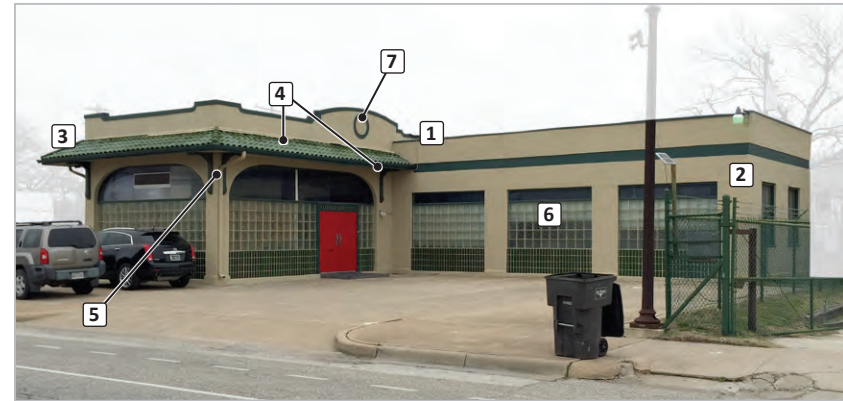


Figure 10-60. Constructed c. 1925; located at 901 South Main Street, Fort Worth, Tarrant County.

Decorative elements and exterior finish are suggestive of Mission or Spanish Eclectic stylistic influences.

1. Flat roof with a raised parapet, continued to post-1970
2. Smooth stucco exterior finish
3. Tile-covered pent roof
4. Canopy with pedimented parapet and oversized brackets
5. Corner piers create elliptical openings
6. Service bays extend from side of office, continued to 1970
7. Circular motif in parapet used to display company logo

Alterations: Infilled service bays, enclosed canopy bays, new front entrance, original windows and door likely replaced or removed (not visible in image).

Texaco

c. 1920 – c. 1930 (cont.)

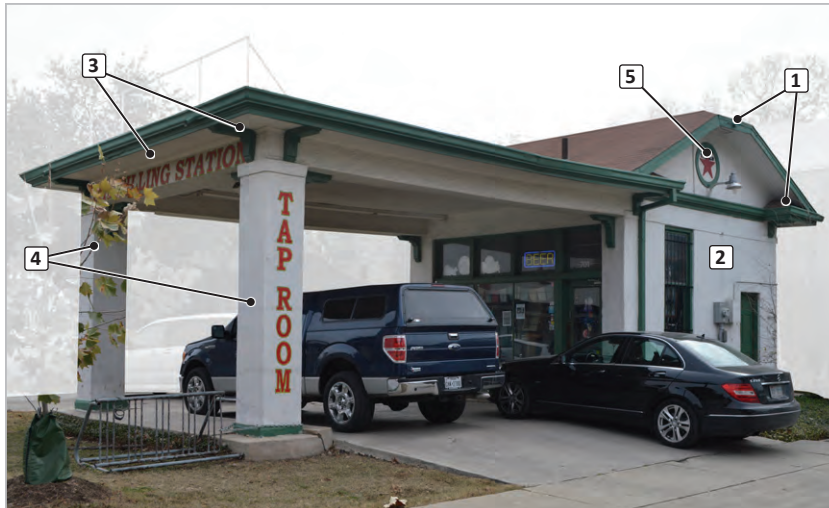


Figure 10-61. Constructed c. 1925; located at 701 South St. Mary's Street, San Antonio, Bexar County.

Residential-like quality with modest Colonial Revival and Craftsman stylistic influences.

1. Clipped side-gabled roof with eave returns
2. Smooth stucco or brick exterior finish
3. Canopy with broad eaves and brackets projects from base of side-gabled roof
4. Large box columns
5. Company logo with green circle and red star set within each gable end

Alterations: Pumps removed.

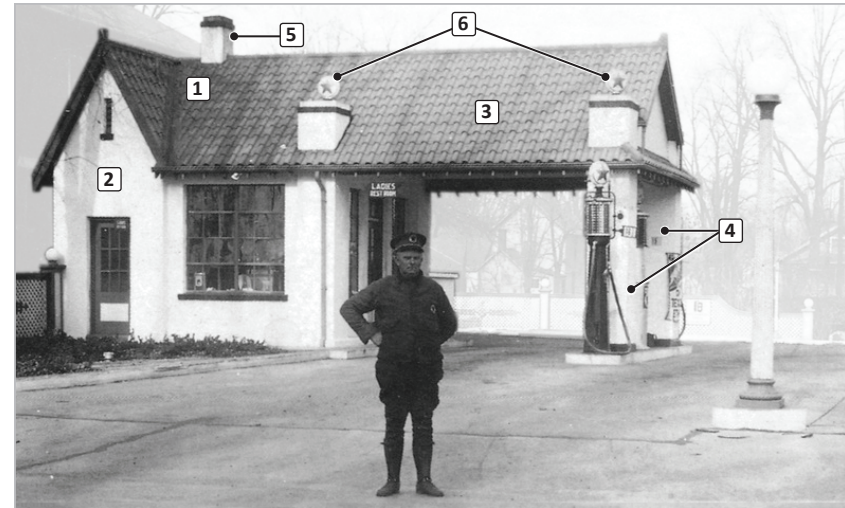


Figure 10-62. Constructed c. 1925, located in Decatur, Illinois.

Residential-like quality with architectural embellishment suggestive of Tudor Revival or Craftsman stylistic influences.

1. Cross-gabled tiled roof
2. Stucco exterior finish
3. Front-gabled canopy extends as continuation of gable roof over office
4. Massive box piers support canopy; vertical elements of piers appear to extend beyond gabled roof
5. Interior chimney rises from apex of front-facing gabled roof
6. Globes with company logo on top of corner piers

Alterations: None.

Texaco

c. 1930 – c. 1960



Figure 10-63. Constructed c. 1945; located at 318 South Main Street, Eden, Concho County.

Clean, crisp lines reflect Streamlined (Moderne) stylistic influences.

Type A in a series by industrial designer Walter Teague.

1. White porcelain enamel panels, present in all types, continued to 1970
2. Island canopy placed perpendicular to the oblong box, with “Texaco” stretched across the top and separate pump islands (removed from this example)
3. Three raised (green) bands around the building above office and service bay doors, present in all types, continued to 1960
4. Large red stars on the upper part of each façade, present in all types, continued to 1960

Alterations: Island canopy removed and attached canopy added to front of building, pumps removed, green bands painted red, door replaced, one office/showroom window infilled.

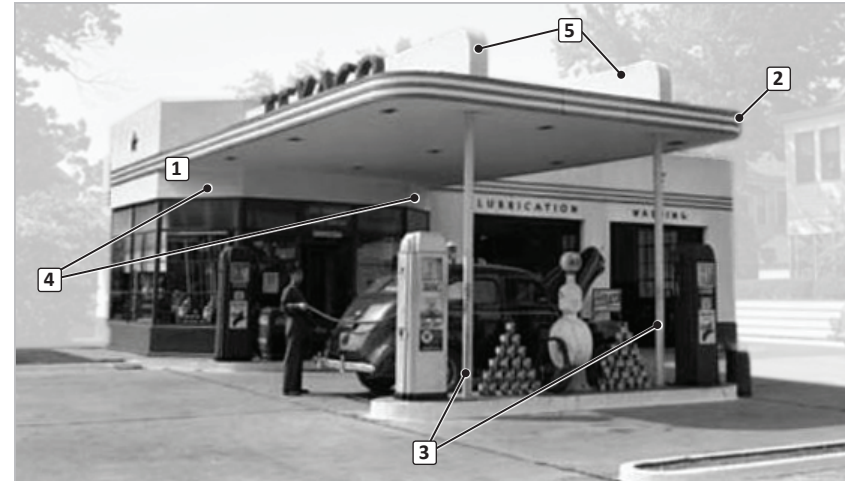


Figure 10-64. Construction date unknown; located in Houston, Harris County.

Box-like form with attached canopy; clean, crisp lines reflect a Streamlined (Moderne) style. **Type B** in a series by industrial designer Walter Teague.

1. Canopy extends from base of parapet, also present in Type C
2. Continuous banding extends around canopy and upper wall surface of office and service wing, also present in Type C, continued to 1960
3. Metal posts support canopy, also present in Types C & E, continued to 1970
4. Office with angled corners
5. Paired set of horizontal roof elements with rounded corners on canopy; used as backdrop to display company name, also present in Type C, continued to 1960

Alterations: None.

Texaco

c. 1930 – c. 1960 (cont.)



Figure 10-65. Constructed 1951; located at 1031 North St. Joseph Street, Gonzales, Gonzales County.

Clean, crisp lines reflect Streamlined (Moderne) stylistic influences. One of the most common gas station forms in Texas. **Type C** in a series by industrial designer Walter Teague.

1. Similar to Type B station, except the corners of the office are not angled

Alterations: Replacement of signage on canopy, pumps replaced.



Figure 10-66. Constructed c. 1950; 201 IH 35, Belton, Bell County.

Small awning (no canopy) and clean, crisp lines that reflect Streamlined (Moderne) stylistic influences. **Type D** in a series by industrial designer Walter Teague.

1. Small awning extends across office/showroom

Alterations: Porcelain enamel panels and green bands painted, office/showroom door replaced, red stars removed from parapet.

Texaco

c. 1930 – c. 1960 (cont.)



Figure 10-67. Construction date unknown; located in Houston, Harris County.

Hexagonal building with no service bays, and clean crisp lines reflect Streamlined (Moderne) stylistic influences. **Type E** in a series by industrial designer Walter Teague.

1. Canopies extend at right angle from hexagonal office
2. Canopies with rounded corners
3. Glass wall with large display windows and horizontal muntins

Alterations: None.

c. 1960 – c. 1970



Figure 10-68. Constructed 1963; located at 4050 South Freeway, Fort Worth, Tarrant County.

Extended canopy and stone-faced veneer are mildly suggestive of Ranch Style.

1. Stone veneer and metal enamel paneling
2. Canopy, if present, extends over one or two sets of gas pump islands
3. Inner column with vertical stack of glazed lights divides service bays
4. Stone-faced pylon extends beyond roof and used to display back-lite company logo
5. Extended roof eave

Alterations: Removal of signage in stone pylon, service doors replaced, pumps removed, new signage.

Texaco

c. 1960 – c. 1970 (cont.)

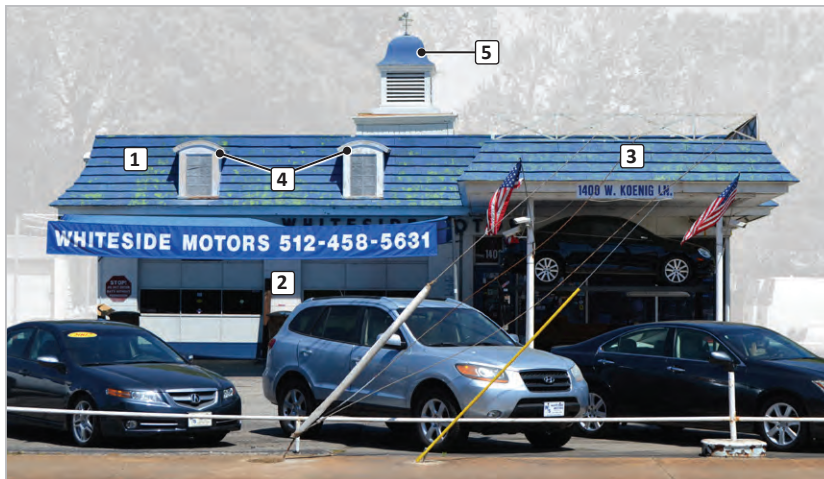


Figure 10-69. Constructed 1960; located at 1400 West Koenig Lane, Austin, Travis County.

Residential-like quality with dormers and cupola; suggestive of Colonial Revival style.

1. Mansard-like roof covered with green shingles
2. Exterior finish is stone veneer, brick, or metal enamel panels
3. Canopy with mansard-like roof and decorative metal railing
4. Decorative dormers
5. Cupola caps building

Alterations: Green shingles painted blue.



Figure 10-70. Constructed c. 1950, modified c. 1965; located at 4416 Burnet Road, Austin, Travis County.

Retrofit update to previously constructed stations; common alteration to buildings originally constructed from the 1930s through 1950s.

1. Mansard roof replaced flat roof over building and canopy
2. Stone veneer applied over original white porcelain enamel panels

Alterations: Service bay doors replaced, pumps removed, railing installed under canopy.

Texaco

c. 1960 – c. 1970 (cont.)



Figure 10-71. Constructed c. 1965; located at 1016 Koenigheim Street, San Angelo, Tom Green County.

Distinctive gas station first introduced in Matawan, New Jersey, hence its name; roof over service wing and stone veneer are mildly suggestive of Ranch Style influences.

1. Stepped (two-part) flat roof over office and service area
2. Angled roof sides and fixed transoms above service bays
3. Inward sloping pent roof/fascia across front and sides
4. Stone veneer exterior finish
5. Semi-detached canopy with inward-angled fascia

Alterations: Overhead doors replaced, pumps removed.

Post-1970



Figure 10-72. Constructed c. 1980; located at 7110 Bee Cave Road, Austin, Travis County.

Combination store/office separate from gas-pumping area; no stylistic influences.

1. Detached canopy with broad parapet; red and black color scheme
2. Metal columns inset within canopy
3. Wide metal parapet on store/office
4. Car wash bay sometimes located on side or rear of store/office

Alterations: None.

Independent Gas Stations

Introduction

Most of the nation's largest oil companies built gas stations in Texas; however, the state has always boasted a significant number of regional and independent oil refiners and retailers. Their operations provided consumers additional choices to buy gasoline, oftentimes at more competitive prices. Many of these companies followed the majors and established their own branding and corporate identity by constructing gas stations based on standard designs. This section highlights a few that operated in Texas during the early and middle twentieth century. Although their names are not as familiar as Shell, Exxon, Mobil, Texaco, or Conoco, regional gas companies such as Cosden, Col-Tex, and Grayburg established gas stations in selected markets and are part of the state's rich and layered history of oil and gas operations. They often are important on a more local or regional basis and are not necessarily limited to Texas; they sometimes extended into other states.

The gas stations highlighted in this section do not represent a definitive list of these independent companies, but instead show that another set of gas stations exist in the state and can be identified by their shared physical features. Since the following illustrations are just a sampling, other gas station types can be identified through additional research. Important sources of information include city directories, newspaper indices, and files at public libraries and museums. As an example, the Heritage Museum of Big Spring contains a great deal of information about the operations of the Cosden Oil Refinery in Big Spring.

The following samples are presented in alphabetical order and note the character-defining features of each identified type. These samples provide a cross section of the kinds of independent gas stations in selected areas across the state.

Aztec Oil Company

Operated c. 1920 – c. 1949



Figure 10-73. Constructed 1948; located at 2018 Roosevelt Ave, San Antonio, Bexar County.

Raised stepped parapet in canopy suggests Mission-Revival influences.

1. Flat roof with parapet
2. Smooth, stucco exterior finish
3. Canopy with wide roof extends from office
4. Canopy has rounded corners
5. Square columns support canopy and are topped by a stepped parapet extending above roofline, most distinct feature
6. Decorative brackets extend from canopy columns under roofline
7. Multiple service bays present
8. Some examples have Aztec-sculpture attached to front of canopy (not present in this example)

Alterations: Stucco painted, office windows infilled, pumps removed.

Independent Gas Stations

Billups

Operated c. 1950 – c. 1966



Figure 10-74. Constructed c. 1950; location unknown.

Combination store/office separate from gas-pumping area; no stylistic influences.

1. Flat roof topped by metal parapet
2. Large plate glass ribbon windows a distinct feature of this brand
3. Separate gas-pump island, sometimes with a detached canopy (not present in this example)

Alterations: None.

Col-Tex

Operated c. 1930 – c. 1960



Figure 10-75. Constructed c. 1950; located at 502 E 2nd Street, Colorado City, Mitchell County.

Functional gas station design with minimal stylistic influences that reflects Modern movement.

1. Flat roof with parapet
2. Concrete block exterior finish
3. Two canopies extend off front and side of office
4. Canopies with squared corners and metal pole supports
5. Multiple service bays present

Alterations: None.

Independent Gas Stations

Cosden

Operated c. 1929 – c. 1963



Figure 10-76. Constructed 1953; located at 702 E 2nd Street, Odessa, Ector County.

Sharp lines and box-like form suggests International stylistic influences.

1. Flat roof with wide parapet
2. Concrete block, brick or stucco finish
3. Canopy, if present, extends from top of roof
4. Canopy with square corners and metal pole supports
5. Multiple service bays present
6. Wall extends from side of office and last service bay on front
7. Deep eaves on side and front
8. Metal panels present below roofline

Alterations: Pumps removed.

El Paso-Dixie

Operated c. 1958 – c. 1969



Figure 10-77. Constructed c. 1965; located at 1200 W Front Street, Midland, Midland County.

Box-like form and simple design features suggests Modern style influences.

1. Roofline of office is lower than that of service area
2. Flat roof with parapet
3. Concrete block exterior
4. Canopy, if present, extends from top of roof
5. Canopy extends past office roofline, creating wide eaves that are supported by metal poles (not visible in this example)
6. Canopy has square corners and metal poles
7. Multiple service bays are present
8. Large vertical element extends from roof and has large company logo on each side
9. Exterior side service bay wall extends past roofline

Alterations: Doors replaced, windows covered and/or replaced, pumps removed.

Independent Gas Stations

Good Luck

Operated c. 1930 – c. 1960

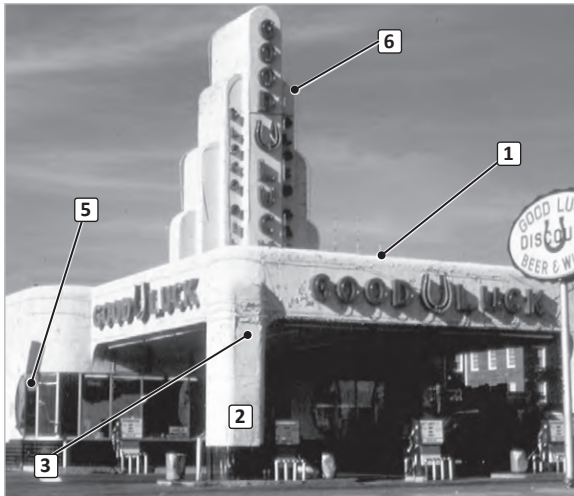


Figure 10-78. Constructed 1939; located at 332 W Commerce St, Dallas, Dallas County (no longer extant).

Stepped tower and smooth stucco finish present Art Deco stylistic influences.

1. Flat roof with rounded parapet
2. Smooth stucco exterior finish with colored tile around base of building
3. Canopy with large corner piers that create elliptical openings
4. One or more service bays present (not visible in this image)
5. Elliptical windows in office allude to Art Deco style
6. Stair-stepped tower projects from roofline, is most distinct feature of this brand

Alterations: None.

Grayburg Oil Company

Operated c. 1920 – c. 1939



Figure 10-79. Constructed c. 1930; located at 1001 Alamo Street, San Antonio, Bexar County.

Stepped parapet on sides of building unique to this brand; modest Mission Revival stylistic influences.

1. Flat roof with stepped parapet with concrete cap on side walls, most distinct feature of brand
2. Smooth, stucco exterior finish
3. Canopy projects from main building as continuous extension of roof
4. Large square piers with tapered cast-stone/concrete base and unadorned capital
5. Circular logo embedded on sides of building above office (no longer present)

Alterations: Infilled canopy, removal of embedded logo, pumps removed.

Independent Gas Stations

Pioneer

Operated c. 1928 – c. 1970

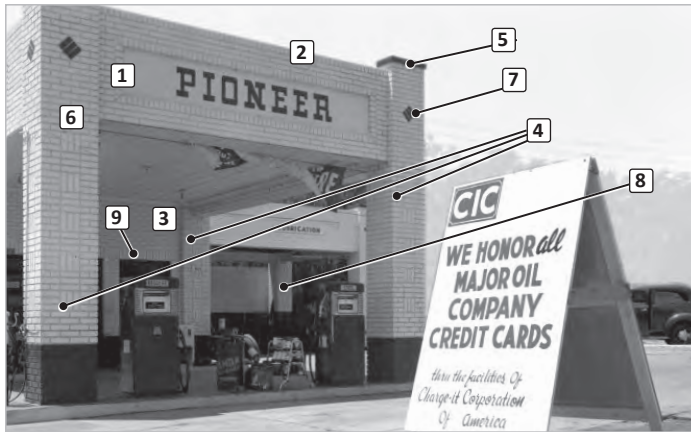


Figure 10-80. Constructed c. 1950; located at 1100 Red River Street, Austin, Travis County (no longer extant).

Box-like building with Craftsman and Colonial Revival stylistic influences.

1. Similar in form and massing to 1917-1930 red brick Gulf station
2. Flat roof with a parapet
3. Light color brick exterior finish
4. Large squared piers at corners of canopy and office
5. Canopy columns project out past canopy
6. Alternating Sailor and Soldier coursing located in long vertical panel in piers, most distinct feature of brand
7. Small diamond shaped panels at top of piers
8. Multiple service bays
9. Soldier brick bonding in window/door lintels and sills

Alterations: None.

Pure Oil Company

Operated c. 1930 – c. 1960



Figure 10-81. Constructed c. 1940; located at 903 Nogalitos Street, San Antonio, Bexar County.

Residential-like quality with Tudor stylistic influences.

1. Steeply pitched, side-gabled roof
2. Stucco or brick exterior finish
3. Two-part steeply pitched front-gabled and hipped canopy extends from roof of building
4. Two sets of square posts atop concrete pillars support both canopy roofs
5. Multiple service bays with side-gabled and shed roof attached to side of office at rear
6. Service bay roofline lower than roofline of office
7. Two exterior brick chimneys, topped by concrete chimney cap, flank each side of office
8. Half-timbering present in gabled ends of building and canopy, as well as parapet of canopy

Alterations: Infilled garage bay, bars placed over windows and door, rear addition, pumps removed.

Independent Gas Stations

Shamrock

Operated c. 1933 – c. 1967



Figure 10-82. Constructed c. 1960; located at 817 W Division Street, Abilene, Taylor County.

Sharp lines and box-like form suggests International stylistic influences.

1. Flat roof with unadorned parapet
2. Brick and plywood board-and-batten finish
3. Multiple service bays present
4. Office inset from service bays with brick wall divider
5. Wall extends from last service bay on front
6. Deep eaves on front of office

Alterations: Some infilled office windows, door replaced, pumps removed.

Skelly

Operated c. 1930 – c. 1974



Figure 10-83. Constructed c. 1950; location unknown.

Nondescript building with raised parapet on side suggest Mission Revival stylistic influences.

1. Flat roof with an unadorned parapet
2. Stepped parapet on side of building, facing road
3. Stucco or brick exterior finish
4. Canopy, if present, has rounded corners and is supported by metal posts (not present in this example)
5. Multiple service bays
6. Two horizontal bands between service bay and window openings and roofline on multiple sides of building, broken by signage.

Alterations: None.

Independent Gas Stations

Texas Pacific Coal and Oil

Operated c. 1915 – c. 1963

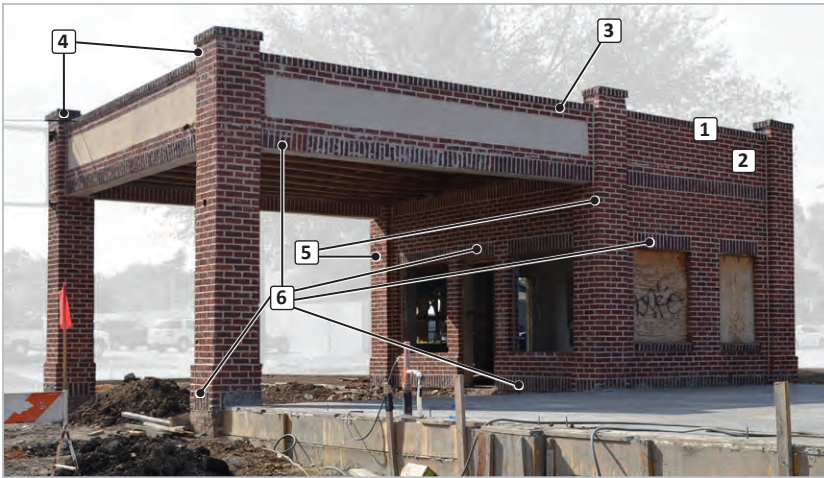


Figure 10-84. Constructed c. 1930; located at 246 W Davis Street, Dallas, Dallas County.

Similar in form to 1918-1940 Magnolia stations.

1. Flat roof
2. Dark red brick exterior finish
3. Canopy projects from main building as continuous extension of roof
4. Square brick columns support canopy and extend past roofline
5. Office corners have pilasters that mimic canopy supports
6. Soldier brick bonding in window/door lintels and sill, along base of building and canopy supports, and as a band around the base of the canopy roof and extending around all sides of office walls

Alterations: Windows and door removed, pumps removed.

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11. Visual Clues to Identification

ROOF			
	Clipped-gable roof	Texaco	1920-1930
	Cross-gabled roof	Cities Service Conoco Enco Phillips 66 Texaco	1920-1950 1930-1940 1950-1970 1927-1938 1920-1930
	Flat roof	Chevron Cities Service Conoco Gulf Humble Magnolia Phillips 66 Shell Sinclair Texaco	1940-post 1970 1920, post 1970 1930-post 1970 1917-1975 1940-post 1970 1920-post 1970 1938-1950, post 1970 1929-1950, post 1970 1930-1969 1920-post 1970
	Flat roof with two parts (service wing taller than office)	Cities Service Conoco Enco Phillips 66 Sinclair Texaco	1950-1970 1950-1970 1950-1970 1950-1970 1940-1969 1960-1970
	Flat roof/angled roof (flat above service bays, angled roof over office)	Enco Texaco	1950-1970 1960-1970
	Front-gabled roof	Shell	1950-1970

Visual Clues to Identification

ROOF (cont.)			
	Hipped roof	Humble Magnolia	1920-1940 1918-1920
	Hipped roof (eight-sided)	Humble	1927-1940
	Mansard roof	Texaco	1960-1970
	Mansard (partial) roof	Texaco	1960-1970

Visual Clues to Identification

ROOF FEATURES			
	Beam (decorative extends from eaves)	Enco/Exxon	1950-1970
	Brackets supporting extended eaves	Gulf Texaco	1913-1930 1920-1930
	Chimney (interior)	Conoco Gulf Texaco Phillips 66	1930-1940 1930-1937 1917-1930 1938-1950
	Chimney (exterior)	Phillips 66	1927-1938
	Cupola	Gulf Texaco	1913-1917 1960-1970

Visual Clues to Identification

ROOF FEATURES (cont.)			
	Dome on pedestal	Sinclair	1950-1969
	Dormers (decorative)	Texaco	1960-1970
	Eave returns	Texaco	1920-1930
	Extended/wide eaves	Chevron Conoco Gulf Enco/Exxon Shell Texaco	1950-1970 1950-1970 1960-1975 1950-1970 1950-1970 1920-1930
	Pent roof with tile	Cities Service Magnolia Sinclair Texaco	1920-1930 1934-1940 1930-1940 1920-1930
	Vertical extension for signage rises from roof	Shell Texaco	1940-1970 1960-1970

Visual Clues to Identification

CANOPY ROOF/FORM			
	Butterfly (detached) canopy	Conoco Enco	1950-1970 1950-1970
	Cantilevered canopy	Conoco Shell	1930-1940 1930-1950
	Front-gabled canopy with red terra cotta tiles	Magnolia	1934-1940
	Hipped-roof canopy	Humble Magnolia	1910-1927 1918-1920

Visual Clues to Identification

CANOPY ROOF/FORM (cont.)



Mansard roof canopy

Texaco

1960-1970



Semi-detached canopy

Conoco

1950-1970



Triangular-shaped canopy with rounded corners

Conoco

1930-1940



Upward sloping, triangular-shaped canopy

Phillips 66

1950-1970

Visual Clues to Identification

CANOPY FASCIA/WALL SURFACE			
	Angled (inward sloping) eaves	Gulf	1960-1975
	Exposed rafter ends	Texaco Magnolia Humble	1917-1920 1918-1920 1919-1920
	Horizontal band (multiple); colors distinguish brand	Cities Service Conoco Gulf Magnolia Texaco	1950-1970 1930-1950 1930-1960 1940-1950 1930-1960
	Horizontal band (single)	Sinclair Phillips 66	1940-1969 1950-post 1970

Visual Clues to Identification

CANOPY FASCIA/WALL SURFACE (cont.)



Right-angled corners	Chevron	1950-1970
	Cities Service	1950-1970
	Gulf	1960-1975
	Sinclair	1950-1969



Rounded corners	Chevron	1940-1950
	Conoco	1930-1950
	Magnolia/Mobil	1940-1950
	Sinclair	1940-1950

Visual Clues to Identification

CANOPY DETAILS/FEATURES			
	Brackets	Gulf	1917-1930
		Texaco	1920-1930
	Horizontal roof extensions with rounded corners on canopy	Texaco	1930-1960
	Metal railing	Texaco	1960-1970
	Pedimented parapet	Sinclair	1930-1940
		Texaco	1920-1930

Visual Clues to Identification

CANOPY DETAILS/FEATURES (cont.)



Mission-style parapet Magnolia 1920-1930



Stepped parapet Magnolia 1920-1940



Tilework Sinclair 1930-1940

Visual Clues to Identification

CANOPY COLUMNS



Box columns
(masonry or stucco
finish)

Cities Service	1920-1930
Gulf	1917-1930
Humble	1910-1940
Magnolia	1934-1940
Shell	1929-1930
Sinclair	1930-1940
Texaco	1920-1930



Box columns with
stepped pedestal
base

Magnolia	1918-1934
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Metal poles (paired
and angled)

Conoco	1930-1970
Enco	1950-1970

Visual Clues to Identification

CANOPY COLUMNS (cont.)



Metal column with exposed metal bracing (extends past open tip of triangular-shaped canopy)

Phillips 66

1950-1970



Metal columns with upward slant

Humble

1950-1960

Visual Clues to Identification

COLUMN DETAILS/FEATURES			
	Brackets, molded	Sinclair	1930-1940
	Brackets, triangular	Gulf	1930-1937
	Brickwork within square columns	Gulf	1917-1930

Visual Clues to Identification

COLUMN DETAILS/FEATURES (cont.)			
	Capitals	Magnolia Texaco	1918-1934 1920-1930
	Capitals, oversized and stylized	Magnolia	1934-1940
	Capitals with concentric metal rings	Conoco Sinclair	1930-1940 1950-1969

Visual Clues to Identification

COLUMN DETAILS/FEATURES (cont.)			
	Corner piers create elliptical-like opening	Texaco	1920-1930
	Corner piers create round-arch opening	Magnolia	1934-1940
	Corner piers above roofline	Magnolia Sinclair Texaco	1934-1940 1930-1940 1920-1930
	Recessed edges	Magnolia	1934-1940

Visual Clues to Identification

EXTERIOR FINISH



Brick

Chevron	1950-1970
Cities Service	1920-1970
Conoco	1930-1940, 1950-post 1970
Gulf	1913-1930
Humble	1919-1970
Magnolia	1918-1940
Phillips 66	1927-1938
Shell	1950-1970
Texaco	1917-1920, 1960-1970



Porcelain
enamel

Cities Service	1950-1970
Conoco	1940-1950
Gulf	1937-1960
Humble	1940-1970
Magnolia	1934-1970
Shell	1940-1950
Sinclair	1950-1969
Texaco	1930-1970



Stone veneer/
trim

Phillips 66	1950-1970
Shell	1950-post 1970
Texaco	1960-1970

Visual Clues to Identification

EXTERIOR FINISH (cont.)



Stucco	Chevron	1940-1970
	Conoco	1930-1940
	Gulf	1930-1937
	Humble	1920-1950
	Magnolia	1934-1950
	Phillips 66	1923-1950
	Sinclair	1930-1950
	Texaco	1920-1930



Tile, glazed	Conoco	1930-1940
	Humble	1927-1950



Wood siding/ framing	Enco/Exxon	1950-1970
	Shell	1950-1970

Visual Clues to Identification

WALLS/SURFACE TREATMENTS			
	Awning with rounded corner	Texaco Shell	1930-1960 1950-1960
	Bands, horizontal, across façades	Conoco Magnolia/ Mobil	1930-1940 1940-1950
	Brackets within service bay openings	Magnolia	1934-1940
	Brickwork, sailor course	Magnolia	1930-1940

Visual Clues to Identification

WALLS/SURFACE TREATMENTS (cont.)



Circular element
with corporate
logo

Cities Service
Humble
Magnolia
Texaco

1920-1930
1927-1940
1920-1940
1920-1930



Corner, angled

Sinclair
Gulf
Texaco

1950-1969
1940-1960
1930-1960



Corners,
rounded

Chevron
Conoco
Gulf

1940-1950
1930-1940
1937-1960

Visual Clues to Identification

WALLS/SURFACE TREATMENTS (cont.)			
	Geometric detailing	Conoco	1930-1940
	Pilasters (stuccoed) with tilework at base and capital	Humble	1927-1940
	Quoins, brick	Magnolia	1918-1934

Visual Clues to Identification

WALLS/SURFACE TREATMENTS (cont.)			
	Scored/ribbed vertical and horizontal lines	Gulf	1930-1937
	Service bay openings, angled	Phillips 66	1950-1970
	Stars (red-colored metal)	Texaco	1930-1960

Visual Clues to Identification

WALLS/SURFACE TREATMENTS (cont.)			
	Stone or stone-like surround	Conoco	1930-1940
	Wall extension at service bay opening	Chevron Conoco	1950-1970 1950-1970
	Wall extension with upward slope	Chevron Enco/Exxon	1950-1970 1950-1970

Visual Clues to Identification

WINDOWS			
	Column, glass (fixed, multi- light windows between service bays)	Gulf Texaco	1940-1960 1960-1970
	Panels, metal (above display windows)	Conoco Mobil	1950-1970 1950-1970
	Transoms in gable-end above service bay	Enco/Exxon Shell	1950-1970 1950-1970

Visual Clues to Identification

WINDOWS (cont.)			
	Window, ocular	Conoco	1930-1940
		Magnolia/Mobil	1940-1950
		Phillips 66	1927-1938
	Window, plate glass (upward slant)	Phillips 66	1950-1970
		Humble	1950-1970
	Window, vent (narrow) in gable ends	Conoco	1930-1940
		Phillips 66	1927-1938
	Window wall with stacked windows and horizontal muntins	Gulf	1940-1960
		Magnolia/Mobil	1940-1950
		Shell	1930-1940
		Texaco	1930-1960

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12. Registration Requirements

A gas station may be eligible for the NRHP if it meets at least one of the following criteria and retains a sufficient level of its historic integrity. A property also must be significant at a local, state, or national level, with a demonstrated statement to that effect.

Criteria for Evaluation

The quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and are:

Criterion A. *Associated with events that have made a significant contribution to the broad patterns of our history.*

Gas stations most likely possess significance under Criterion A in the following areas:

Community and Regional Development: A gas station may be eligible or contributing to a historic district in the area of community and regional development if it reflects a special design or development period of a community. For example, if a station were part of an overall neighborhood development plan or spurred residential development in a planned area, it may be eligible under this area of significance.

Within Community and Regional Development, gas stations may have significance if associated with one of the following:

- 1920s construction of gas stations at prominent locations within downtown city centers or residential neighborhoods
- Construction of gas stations in planned post-WWII suburbs*



Figure 12-1. This c. 1925 Magnolia station is located in Deep Ellum, Dallas at the southeast corner of the intersection of Main Street and North 2nd Avenue. The station has significance under Community Planning and Development. In the 1920s, building owners in downtown commercial areas, as well as wealthy urban neighborhoods, began constructing gas stations at prominent locations on major roadways, often on corner commercial lots as to provide access from two arterial streets.

* Mere location of a gas station within a 1950s suburb is not sufficient to demonstrate significance on an individual level, if the station was part of the suburb's designed plan. In this instance, the gas station would more likely be contributing to a historic district.

Criteria for Evaluation



*Figure 12-2. This c. 1960 Shell station, located 301 W Division Street in Arlington, has significance under **Community Planning and Development** for its location within a 1950s suburb and could be contributing to a historic district. After the end of World War II, many returning veterans moved en masse to new residential areas established just beyond major metropolitan areas. In response to this trend, planned suburbs began to appear on the landscape. These developments included all amenities that a family would need, including parks, schools, churches, shopping centers, and gas stations, thereby minimizing the need to travel into the city.*

Transportation: A gas station may be eligible in the area of transportation if the property shows a clear association with development of a road or highway. For example, if a station was constructed during the Good Roads Movement to support a particular transportation route or service vehicles on a route, it may qualify in this area of significance.

Within Transportation, gas stations may have significance when associated with the following:

- Association with a named highway or auto trail during the road's period of significance
- Association with the construction of an interstate highway



*Figure 12-3. Located at 300 W Broadway Avenue in Sweetwater, this c. 1925 Magnolia station has significance under **Transportation** for its association with the Bankhead Highway, an auto trail that ran through Texas from Texarkana to El Paso. Construction of early named highways that predated the US highway designation system led to an increase of tourist travel using automobiles, as well as the development of new gas station forms catering to these motorists. These stations changed the physical character and landscape along many segments of the road.*

Criteria for Evaluation



Figure 12-4. Located at 15913 IH-35 in Schertz, this c. 1965 Phillips 66 station is significant under **Transportation**, as it was constructed in direct response to the completion of the interstate highway through the city. In 1956, President Eisenhower established the Federal Highway Act. This monumental piece of legislation created the interstate highway system, a series of expressways meant to alleviate traffic congestion and make travel between states more efficient. While the interstate highway system often utilized the path of previous roads, the new development often bypassed urban areas along new alignments within a mile or two of the town center, thus changing an area's cultural landscape. In response to the construction of these new highways, many auto-related resources, including gas stations, were constructed.

Other areas of significance that may apply to gas stations under **Criterion A** include:

Entertainment/Recreation: A gas station built to accommodate tourists in a city, state, or national park or recreation area may be eligible under this area of significance.

Social History: A gas station that in some way promotes the welfare of a society or the lifeways of social groups may be eligible. For example, a station built to provide services to African Americans during segregation may be eligible in this area of significance.

Commerce: A station may possess significance in the area of commerce if it is associated with the business of trading goods and services in a community. For example, a station simply established to sell gasoline and automobile products might not qualify in this area. However, a station may be eligible if it brought significant business to a community, served as the principal business of a community, became a landmark in the community, or remained in business for a significant time period, thus demonstrating a sustained contribution to the local economy.

Criteria for Evaluation

Criterion B. *Associated with the lives of persons significant in our past.*

Gas stations most likely possess significance under Criterion B in the following area:

Transportation: A gas station may be eligible in this area if it reflects the process and technology of conveying passengers or materials and is associated with an individual significant in this area. For example, a station owned and operated by a leader in the Good Roads Movement may be eligible if it is the best representative of that individual's interest and leadership in the movement.

Other areas of significance that may apply to gas stations under Criterion B include:

Commerce: *A gas station may be eligible in this area if the property is closely associated with a leading figure in the business of trading goods, services and commodities. For example, a businessperson significant in commercial development in a community where the gas station represents that contribution may make the building eligible.*

Ethnic Heritage: *A gas station may be eligible in this area if it reflects the heritage of a particular ethnic or racial group. For example, a station that reflects the entrepreneurship of an individual, associated with and significant to a particular ethnic group, may be eligible.*

Criterion C. *That embody the distinctive characteristics of a type, period or method of construction or that represents the work of a master, or that possess high artistic values, or that represents a significant and distinguishable entity whose components may lack individual distinction.*

Gas stations most likely possess significance under Criterion C in the following areas:

Architecture: A gas station may be eligible in this area if the property reflects the art of designing and constructing a station so that it is recognizable to a specific oil company or brand. For example, a representative example of Walter Dorwin Teague's design for The Texas Company (Texaco) from the 1930s may be eligible. An independent company's station that employs a programmatic theme like Streamlined (Moderne) pylons or an airplane set atop may also be eligible. Furthermore, stations that incorporate special materials may be eligible under this area, such as those using petrified wood as an exterior finish. Finally, a gas station designed by a noted architect may be considered in this area, especially if it was considered a prototype or is a single extant example of the architect's work in the building type.

Just because a gas station retains a high degree of its physical attributes and historic character does not necessarily mean that it possesses significance in the area of Architecture. Most gas stations built between 1945 through the 1970s do not exhibit any highly stylized influences and typically are generic oblong boxes with or without canopies. To possess significance in Architecture, the gas station must exhibit a distinctive or noteworthy quality of design that sets it apart from the utilitarian character of postwar gas station design.

Criteria for Evaluation



Figure 12-5. This c. 1940 Texaco station on SH 20 in the vicinity of McNary is individually eligible under **Criterion C: Architecture** as a good and intact example of Walter Teague's design of the Type A gas station for the Texas Company, a once prevalent and common form that is becoming increasingly rare in Texas. The form remains unaltered, but loss of design elements includes stars and signage. In addition, the loss of the window panes and overall deterioration of the building affects integrity of materials. Despite this, the fenestration pattern remains intact and the building's loss of integrity is minimal.



Figure 12-6. This c. 1950 Sinclair station is located at 904 Commerce Drive, Greenville, TX. Although the building remains intact to its period of construction (the office windows are partially covered with plywood), it is a basic oblong box with canopy form that does not have any highly stylized influences. In addition, no known architect designed the building. As such, it is not individually eligible under Criterion C.

Criteria for Evaluation

Engineering: A gas station may be eligible in this area if it illustrates the practical application of scientific principles to design, construct and operate a structure to serve human needs. For example, a station that contains exemplary engineering techniques or mechanical equipment may be eligible in this area.



*Figure 12-7. This c. 1930 metal-construction gas station, located at 524 Indiana Avenue in Wichita Falls, is individually eligible under **Criterion C: Engineering** as it embodies a distinct method of early gas station construction that utilized prefabricated steel panels, industrial steel windows, and limited ornamentation. The building's only alterations are the removal of the gas pumps and original signage.*

*Other areas of significance that may apply to gas stations under **Criterion C** include:*

Community Planning and Development:

A gas station may be eligible in this area if the property is closely associated with a leading figure in the business of trading goods, services and commodities. For example, a businessperson significant in commercial development in a community where the gas station represents that contribution may make the building eligible.

Criteria Considerations

Certain kinds of gas stations are not typically eligible for the NRHP, including moved gas stations, reconstructed gas stations, or gas stations that have achieved significance within the past 50 years. These stations may be eligible, however, if they meet special Criteria Considerations AND have significance under one of the National Register criteria listed above.

The following considerations are among the most common to be applied to gas stations being considered for NRHP eligibility:

Criteria Consideration B: Moved Properties – A gas station removed from its original location but significant for its architectural value or as the sole

surviving structure most importantly associated with a historic person or event may be eligible. For example, a gas station relocated to a similar site (e.g., from one commercial corner to another commercial corner) may be eligible if it is determined significant for its association under Criterion C. The most common circumstance for a gas station meeting this criteria consideration is when it has significance as a rare example of a distinctive design, building form or type, or work of an architect or engineer. A gas station relocated to a non-commercial site (e.g., a park) may not be eligible with Criteria Consideration B, as it may be in a contextual setting that lacks integrity of location, association, setting, or feeling.



*Figure 12-8. This c. 1920 Union Metal station, located at the northwest corner of South Breckenridge Avenue and West Power Street in Breckenridge, meets **Criteria Consideration B (Moved Properties)** and is eligible under **Criterion C: Engineering**. The gas station was likely moved to its current location as there is no paved parking area or vehicular entry/exit to the building, nor is there any evidence that paving was ever present at the site. Although the relocation of the gas station negatively affects its integrity of setting, association, and feeling, the building's integrity of design, materials, and workmanship remain intact. The building embodies a distinct yet rare method of early gas station construction that utilized prefabricated metal panels, industrial steel windows, and limited ornamentation. The only alterations to the building, aside from its relocation, are the removal of the gas pumps and original signage.*

Criteria Considerations

Additional Criteria Considerations that could apply to gas stations:

Criteria Consideration E: Reconstructed Properties - *A reconstructed gas station, when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan, or when no other building or structure with the same association has survived, may be eligible. For example, a gas station recreated or rebuilt following a professional restoration master plan may be eligible if it is an important example of a building form. A restoration of a significant programmatic design may be eligible if significance is established before work begins and the master plan is accurate in its specifications to the original design.*

Criteria Consideration G: Properties That Have Achieved Significance Within the Last 50 Years - *A gas station achieving significance within the past 50 years may be eligible if it is of exceptional importance. A gas station claiming Consideration G should be exceptional in design, associated with a master architect or designer, or in some way should demonstrate exceptional characteristics while still retaining its integrity.*

Determining Classification

Classifying for the NRHP

The NRHP enables historic properties to be listed as a single entity (individual), as part of a grouping (district), or within a broad geographic area that can include individual properties and/or historic districts.

Inclusion on an Individual Basis

If a gas station is eligible individually, the nomination should list the resources within the property. The common resources on a nominated property include a building or buildings; structures such as driveways and sidewalks; and objects such as pumps, signs (affixed or freestanding), or lights (affixed or freestanding). These resources should be further classified as contributing or noncontributing.

Inclusion in a Historic District

A gas station that is part of a district may be considered as a building in a district if it contributes significantly to the concentration, linkage, or continuity that unites the area historically or aesthetically by plan or physical development. Examples of when a gas station may be part of a district include

- *A central business district*
- *A residential area (planned neighborhood development, such as a post-WWII suburb)*

- *A commercial area (shopping center)*
- *An industrial complex (refinery)*
- *A farm or estate*
- *A transportation network*
- *A park area (local, state or national park).*

Properties classified as contributing in a district must fall within the period of significance of the overall district and retain sufficient qualities to enhance the district's sense of the past.

Inclusion in a Multiple-Property Nomination

Gas stations may be included as part of a multiple property nomination if the property relates to the theme set by the historic context and falls within the period of significance and geographic boundaries established by the historic context. For example, a gas station may be eligible under a historic context such as "Community Development of Anytown, Texas, 1880–1955" or "Commercial Development of Anytown, Texas, 1920–1955." A second example demonstrates the relationship of a gas station by theme, "Development and Construction of La Gloria Filling Stations, San Antonio, Texas, c. 1920–c. 1955" or "Gas Stations of The Texas Company in Texas, 1930–1955."

Assessing Integrity

Defining Integrity

According to the National Register Bulletin, How to Apply the National Register Criteria for Evaluation, integrity “is the ability of a property to convey its significance.” Seven qualities define the integrity of a property. A property generally must possess several, if not most, of the aspects of integrity in order for it to qualify for eligibility.

Aspects of Integrity, as defined by the National Register Bulletin, How to Apply the National Register Criteria for Evaluation.

1. **Location:** *“Location is the place where the historic property was constructed or the place where the historic event occurred.”*

A gas station possesses integrity of location if it remains on its original site of construction. Also, the station must be located adjacent to, or accessible from a roadway.

2. **Design:** *“Design is the combination of elements that create the form, plan, space, structure, and style of a property.”*

A gas station possesses integrity of design if it retains significant aspects of its original design to communicate effectively the intent and purpose of the designer. These aspects include massing, spatial relationships, and window and door patterns.

3. **Setting:** *“Setting is the physical environment of a historic property.”*

A gas station possesses integrity of setting if it resides in a setting that is similar to its original site or place where it gained significance. Within its setting, the gas station’s relationship to the road must remain intact.

4. **Materials:** *“Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.”*

A gas station possesses integrity of materials if a substantial percentage of the original materials are intact and reflect the initial intent of the design.

5. **Workmanship:** *“Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.”*

A gas station possesses integrity of workmanship if evidence remains to reflect the original execution of design by skilled workers on a property.

6. **Feeling:** *“Feeling is a property’s expression of the aesthetic or historic sense of a particular period of time.”*

A gas station possesses integrity of feeling if it embodies and projects a feeling that can be readily viewed or experienced.

7. **Association:** *“Association is the direct link between an important historic event or person and a historic property.”*

A gas station possesses integrity of association if it is generally understood by the public as being associated with its area and period of significance under a specific criteria for eligibility and level of significance.

Common Integrity Issues

Gas Station Integrity Classification Guidelines

To assist with the process of assessing the integrity of a historic gas station, the following three-tiered system and guidelines provide a useful way to evaluate the ability of a property to convey significance relative to any applicable National Register Criteria. These guidelines are consistent with the seven aspects of integrity, as defined by the NPS and discussed in the previous section (Common Integrity Issues), and are intentionally open-ended to provide for the myriad of changes and alterations that are common to gas stations.

The tiered system assesses the level, kind, and severity of alterations and the combined effect these changes have to the gas station's historic character and integrity. A gas station with only minor or relatively few modifications typically retains its salient physical features and falls within the Tier 1 category. It possesses sufficient integrity to convey significance and may be eligible for the NRHP on an individual basis under any of the applicable National Register





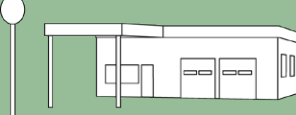


Criteria. A Tier 2 gas station has multiple and moderately reversible alterations that can affect some character-defining features. While its integrity may be diminished, a gas station in this category may still retain enough of its salient qualities to be eligible, especially if significant under Criterion A and/or if within a district. It is unlikely to be eligible under Criterion C on an individual basis. Finally, a gas station in the Tier 3 category has changes that are so profound and/or so numerous that the building's historic character and integrity are compromised. Since the gas station does not retain the ability to convey significance, it is ineligible for listing in the NRHP under any Criteria, regardless of significance.

The listing below and the figure on the next page group common changes into three levels or tiers and that can diminish integrity. Subsequent pages present examples of pre- and post-World War II gas stations and demonstrate how this tiered system can help assess how alterations affect the salient features of gas stations.


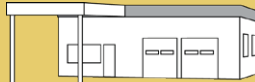




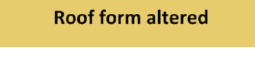


<i>TIER 1 – MINIMAL</i>	<i>TIER 2 – MODERATE</i>	<i>TIER 3 – SEVERE</i>
Factors unlikely to affect property eligibility: <ul style="list-style-type: none">• Change in use• Branding change• Replacement service bay doors• Removal of signage• Removal of gas pumps• Plywood or other covering over windows• Small rear addition	Factors that may affect property eligibility: <ul style="list-style-type: none">• Partially or wholly permanently infilled windows• Roof material replacement• Covering of historic exterior finish• Replacement canopy• Partially or wholly infilled service bays• Roof form altered• Historic brick finish painted• Applied ornamentation removed• Nonfunctional service bay doors• Canopy columns replaced• Office windows or door(s) replaced• Small side addition	Factors likely to make a property ineligible: <ul style="list-style-type: none">• Infilled canopy• Removal of attached canopy• Front addition• Altered fenestration pattern• Second story addition• Large side addition that more than doubles the building's massing

Integrity Issues by Tier







Tier 1 – Factors Unlikely to Affect Property Eligibility


Change in use

Branding change

Service bay doors replaced

Signage removed

Pumps removed

Plywood or other covering over windows

Small rear addition

Tier 2 – Factors That May Affect Property's Eligibility


Partially or wholly permanently infilled windows

Roof material replaced

Historic exterior finish covered with new material

Nonfunctional service bay doors installed

Canopy replaced

Canopy columns replaced

Office windows or door(s) replaced

Roof form altered

Office windows or door(s) replaced

Tier 3 – Factors Likely to Make A Property Ineligible


Infilled canopy

Attached canopy removed

Front addition

Second story addition

Large side addition that more than doubles the building's massing

Fenestration pattern altered

Examples of Applying Integrity Issues by Tier

Tier 1: Gas Stations Retaining Integrity

Typically, any changes to physical attributes of a gas station that are not considered to be character-defining will have a minimal effect on the integrity of a gas station. These changes include, but are not limited to, removal of signage and gas pumps, and the replacement windows and doors as long as the fenestration pattern remains intact. The gas station

may have a few alterations regarded as moderate, as defined in the Assessing Integrity section but they only minimally affect the building's historic character. If possessing significance under any National Register Criteria, a gas station with these kinds of alterations may be eligible for the NRHP under Criterion A, B, or C on an individual basis and may be contributing to a historic district, if applicable.

PRE-WAR EXAMPLE:



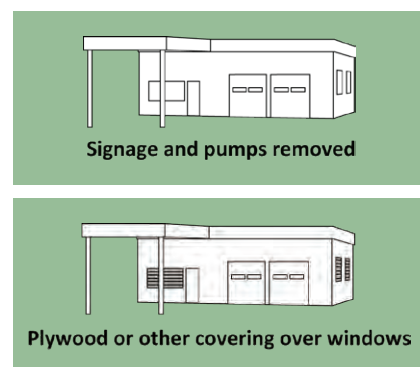
Figure 12-9. Gulf station in Beeville, constructed c. 1925, located approximately one block south of the courthouse square.

This gas station is abandoned and in poor condition, which detracts from its integrity of feeling; however, it retains all other aspects of integrity. Alterations that minimally affect the building's integrity include:

- Removal of the building's original signage and gas pumps (minimally affects association)
- Windows are boarded up but are not permanently infilled (minimally affects materials)

Conclusion: This gas station is likely eligible under Criterion A, as part of the city's community planning and development from the 1920s, as well as Criterion C for architecture for its distinctive form and design.

Integrity Issues by Tier



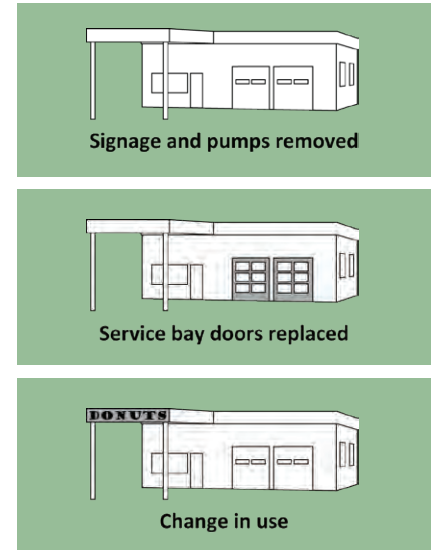
Examples of Applying Integrity Issues by Tier

POST-WAR EXAMPLE:



Figure 12-10. Phillips 66 station in Waco, constructed in 1964, located at 2601 W Waco Drive.

Integrity Issues by Tier



This gas station is currently used for auto sales and remains mostly intact to its construction date. Alterations that minimally affect the building's integrity include:

- Removal of the building's original signage and gas pumps (minimally affects association)
- Side garage door was replaced (minimally affects materials)
- Change in use to auto sales (minimally affects association)

Conclusion: This gas station is eligible under Criterion C for architecture as an intact example of a 1960s batwing station, designed by architect Clarence Reinhardt. If significance found, this station could also be eligible under Criterion A or B.

Examples of Applying Integrity Issues by Tier

Tier 2: Gas Station with Diminished Integrity

Typically, a gas station that is significant under Criterion C must retain the character-defining features of a specific brand to be individually eligible under Criterion C of the National Register Criteria for Evaluation. However, the combined effect of multiple minor and moderate changes can diminish integrity to such an

extent that it no longer retains the ability to convey significance for its physical attributes or design qualities (Criterion C). If some, but not all, of these features are missing or altered, the building may still be eligible for historical associations under Criterion A or B if it remains recognizable to its period of significance. In addition, a gas station in this category may be contributing to a historic district under Criterion A, B, or C, if applicable.

PRE-WAR EXAMPLE:



Figure 12-11. Gulf station in Decatur, constructed c. 1925, located just west of the courthouse square.

This gas station has alterations that detract from its ability to convey significance for its physical attributes. Alterations that negatively affect the building's integrity include:

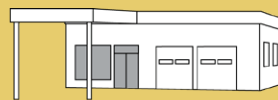
- Painted brick camouflages the distinctive red color used by Gulf for this form of station (moderately affects workmanship, design, materials, and feeling)
- Replacement doors and windows within existing fenestration pattern (moderately affects materials)
- Rear addition that is smaller than existing structure (minimally affects design)
- Removal of original signage (minimally affects association and feeling)

Conclusion: This gas station is not individually eligible under Criterion C because of the combined effect of the alterations. However, the building is still recognizable as a Gulf station from the 1920s and may be eligible under Criterion A as part of the city's downtown westward expansion within the area of community planning and development. The building still retains its integrity of location and setting to a notable degree, and enough of the other aspects of integrity to be able to convey significance for historical associations (Criterion A). In addition, the building could be contributing to a historic district under Criterion A or C.

Integrity Issues by Tier



Historic brick finish painted



Office windows or door(s) replaced



Small rear addition



Signage removed

Examples of Applying Integrity Issues by Tier

POST-WAR EXAMPLE:



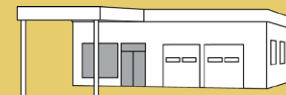
Figure 12-12. Phillips 66 station in Abilene, constructed in 1961, located at 4241 North 1st Street.

This gas station has alterations that detract from its ability to convey significance for its physical attributes. Alterations that negatively affect the building's integrity include:

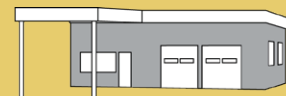
- Removal and replacement of the character-defining slanted windows (moderately affects design, materials, and feeling)
- Painted concrete exterior (minimally affects design)
- Removal of original signage and gas pumps (minimally affects association and feeling)
- Change in use to auto sales (minimally affects association)

Conclusion: This gas station is not individually eligible under Criterion C because of the removal of the character-defining slanted office windows. Slanted windows are an important architectural element associated with Phillips 66 gas stations of this era, and their removal changes the look and feel of the building to a degree that additional moderate changes are not necessary to render the building ineligible. Despite these changes, the building remains recognizable as a Phillips 66 station from the 1960s and represents auto-related development along this major transportation corridor in Abilene. The building's integrity of location and setting are intact, and it retains enough of the other aspects of integrity to convey significance for its historical associations (Criterion A). The building also could be contributing to a historic district under Criteria A or C, if applicable.

Integrity Issues by Tier



Office windows or door(s) replaced



Historic exterior finish covered with new material



Signage and pumps removed



Change in use

Examples of Applying Integrity Issues by Tier

Tier 3: Gas Stations with Compromised Integrity

Typically, the basic, overall features of a gas station must be intact to be eligible for the NRHP (either individually or as a contributing resource to a historic district) under Criterion A, B, or C. These critical features include massing, form (i.e. office/salesroom and service bays) and attached canopy. The kinds of alterations that can render a gas station ineligible for the

NRHP include the removal/replacement/infill of a canopy or the construction of a front or side addition that is highly visible from public view, and the construction of a second-story addition onto the building. These are a few examples of changes that can overwhelm the historic character of a gas station and will generally make it ineligible for listing in the NRHP, regardless of significance, under any of the National Register Criteria.

PRE-WAR EXAMPLE:



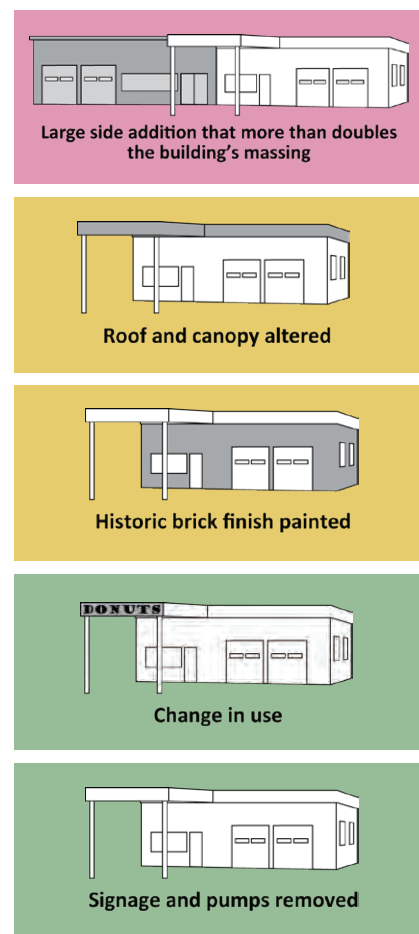
Figure 12-13. Gulf station in Greenville, constructed c. 1925, located just east of the downtown commercial district.

This gas station has multiple alterations that change the building's form and overall historic character to such an extent that it no longer has the ability to convey significance as a gas station. Alterations that negatively affect the building's integrity include:

- Multiple side additions and a small rear addition collectively changes the massing of the station (severely affects design)
- Building and canopy roof form altered and replaced (moderately affects design and materials)
- Painted brick camouflages the distinctive red color used by Gulf for this form of station (moderately affects workmanship, design, materials, and feeling)
- Change in use to auto repair shop (minimally affects association)
- Removal of gas pumps and original signage (minimally affects association and feeling)

Conclusion: The number and severity of alterations compromise the building's integrity and render it ineligible under any National Register Criteria. If located within a historic district, the building would likely be classified as a non-contributing resource.

Integrity Issues by Tier



Examples of Applying Integrity Issues by Tier

POST-WAR EXAMPLE:



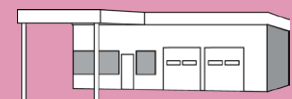
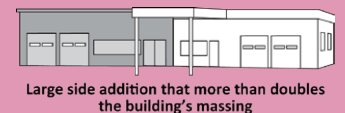
Figure 12-14. Phillips 66 station in Austin, constructed c. 1965, located at 3311 IH 35.

This gas station has major alterations that change the building's form and detract from its historic character and sense of the past. These changes are so severe that the building no longer retains the ability to convey significance for its physical attributes or historical associations. Alterations that negatively affect the building's integrity include:

- Major side addition on far right that more than double's the building's massing (severely affects design)
- An altered fenestration pattern with removal of the character-defining slanted windows and a reoriented entry (severely affects design, materials, and feeling)
- Painted stucco over the original concrete block exterior (moderately affects materials)
- Replacement or covering of the original metal canopy columns with stucco-covered columns (moderately affects design, materials, and workmanship)
- Replacement service bay doors (minimally affects materials)
- Change in use to automotive repair shop (minimally affects association)
- Removal of gas pumps and original signage (minimally affects association and feeling)

Conclusion: Although this building has significance as a road-related resource that was constructed in direct response to the construction of the interstate highway through Austin (Criterion A), as well as a gas station that reflects the 1960s modern movement in design (Criterion C), the combined effect of the many alterations compromise the building's integrity and render it ineligible under any criteria, as well as non-contributing to a potential historic district, if applicable.

Integrity Issues by Tier



Fenestration pattern altered



Historic exterior finish covered with new material



Canopy columns replaced



Service bay doors replaced



Change in use



Signage and pumps removed

Frequently Asked Questions (FAQs)

1. *What are the most important characteristics that need to be intact on a gas station when evaluating it for NRHP eligibility?*

The following are the physical features that are essential to defining gas stations as a distinctive form and building type. In order of priority, the characteristics are:

- Building form and massing
- Architectural style or influence (this includes representation of a specific company, i.e. company branding)
- Presence of display and service areas
- Visible service bays (if applicable)
- Canopy (if applicable)
- Distinctive site features (vehicular entry/exit, lane for vehicle to pull up to gas pump)

Generally, an eligible gas station should retain enough original elements to be recognizable as a gas station and retain the salient features to convey significance. It should clearly reflect the commercial aspects of providing gasoline and service even if adapted for a new use. For additional guidance, please see the three-tiered evaluation process described in Gas Station Integrity Classification Guidelines.

2. *If a building no longer retains its attached canopy, is it eligible for the NRHP?*

An attached canopy, if originally present, is a character-defining feature of a gas station and removal of the canopy would have a negative effect on multiple aspects of integrity (design, feel, materials, and workmanship). In most cases, the removal of the canopy represents a major alteration, and the gas station would not retain enough integrity to be eligible for the NRHP.

3. *Should a gas station retain its original signage for it to be eligible for listing in the NRHP?*

No. While signage is an important physical attribute and marketing tool associated with gas stations, in most cases it is not a character-defining feature. In addition, owners of gas stations sometimes changed brands over time. Emphasis should be placed, in most cases, on the original building form or design, rather than signage.



Figure 12-15. This Sinclair station, located at the northeast corner of E Campbell St and N Swenson Street in Stamford, was later rebranded as a Texaco station. Although this change led to some minor modifications to the gas station, the construction of a small side addition and the replacement and partial infill of the office windows are more severe alterations and diminish the building's integrity of design and materials. These alterations make the building fall within the Tier 2 integrity assessment category. As such, it is not individually eligible under Criterion C, but could still be eligible for historical associations (Criterion A or B). It also could be contributing to a historic district under any National Register, if applicable.

FAQs

4. *If the canopy of a gas station is enclosed, is it eligible for the NRHP?*

The canopy is an important character-defining element, and enclosure could potentially have a negative effect on the building's integrity and historic character. When evaluating a gas station with an enclosed canopy for eligibility, it is important to consider the materials and overall aesthetic design and quality of the enclosure. If, for example, the enclosed canopy has a glass wall that keeps the columns visible and intact and still conveys a sense of openness, the alteration may not be that severe. While such a change may make the gas station not eligible on an individual basis, the building may still be a contributing resource within a district. On the other hand, an enclosed canopy with solid or mostly masonry walls represents a far more severe and largely irreversible alteration that likely would make the gas station a non-contributing resource in a district. Yet another consideration is when the modification occurred and if it falls within the building and/or district's period of significance. Changes undertaken within the period of significance may reflect important trends in history and do not necessarily detract from the building's integrity and historic character, particularly if significance stems from historical associations.



Figure 12-16. Enclosure of the original canopy of this Humble station, located at 145 East Pearl Street in Goliad, obscures most of the canopy's historic fabric. The original architectural elements still visible are the angled metal columns. Otherwise, the enclosure of the canopy makes the gas station unrecognizable to its period of significance. This alteration places the station in the Tier 3 integrity assessment category. As such, it is not individually eligible under any National Register Criteria, nor is it contributing to a historic district, should one be present.



Figure 12-17. The original canopy of this former Magnolia station, located at 5424 Austin Highway in San Antonio, was enclosed with glass. Note that the glass is set back within the canopy, so that the original canopy features are still recognizable. This station falls within the Tier 2 integrity assessment category and has significance under Criterion A for its association with the Meridian Highway and under Criterion C for its quality of design. Since the glass enclosure of the canopy is sympathetic to the building's overall design, the alteration only minimally affects the building's integrity. Other alterations, including removal of original signage and gas pumps, are minimal.

FAQs

5. *If the attached canopy of a gas station remains open but is modified or replaced, is it eligible for the NRHP?*

Although an attached canopy is an essential character-defining feature of a gas station, changes and alterations to this architectural element can vary depending on the canopy's design, workmanship, and details; the kinds of modifications implemented; and the date of the alterations. The more critical the canopy is to the identification of a particular company or brand, the greater the effect any changes may have to the building's overall integrity and historic character. A gas station with an in-kind replacement canopy can still retain sufficient integrity to be eligible for the NRHP. If the canopy was replaced or altered to the point that it is no longer recognizable (e.g. replacement columns, replacement roof), then the building will likely not be eligible for the NRHP.

6. *Must a gas station still have gasoline pumps for it to possess integrity or demonstrate its original function?*

The removal of gasoline pumps is common and does not detract from the overall integrity of the building form. Gasoline pumps changed frequently in the course of the 20th century, often being updated as technology improved. Unless the pumps served as the principal character-defining aspect of the building, they are not a feature that must be present for eligibility.

7. *If the service bays are enclosed, is the gas station ineligible because of the loss of integrity?*

Enclosing or sealing off the service bays usually, but not always, will have a negative impact on the building's integrity. For example, a gas station with its original overhead doors fixed in place and inoperable could potentially retain enough integrity to be eligible. In contrast, the removal of overheads doors and the enclosure of these openings will likely compromise the gas station's integrity and make it not eligible for the NRHP.



Figure 12-18. The service bays of this former Gulf station, located at 620 Irvine Street in Yoakum, have been enclosed and result in the building being classified within the Tier 2 category of the Integrity Assessment Guidelines. The infilled service bays and painting of the blue striping below the roofline of the building are moderate changes that affect integrity of design and materials. The addition of a metal awning, as well as the change in use to an insurance agency, removal of original signage, and removal of gas pumps are minor changes that minimally affect integrity of design and association. While the building is still recognizable as a Gulf station from the 1940s, the changes make it ineligible under Criterion C. It could, however, still be eligible under Criterion A or B, if it has significance, or contributing to a historic district.

FAQs

8. *If more than one example of a gas station building form exists in a community, does that make a station ineligible for the NRHP?*

While rarity may increase consideration of eligibility, it does not necessarily make similar examples in the community ineligible, if they exist. The NRHP recognizes a representative example of a gas station or building form as eligible. To substantiate eligibility, a property must be representative, demonstrate significance, and retain integrity. If multiple examples of a gas station exist within a community, they may be eligible if they meet at least one of the National Register Criteria and retain sufficient integrity to convey that significance.

9. *Must a gas station possess its distinctive lighting or neon signage for it to be eligible for the NRHP?*

Probably not; however, if a station attained significance because of its neon signage and that signage is absent, then the building may no longer be eligible. In most cases, the building form, integrity, and style will be more important than distinctive lighting or neon signage.

10. *If a gas station built to follow a corporate design is altered at a later point to adapt to a new corporate design, is the station ineligible for listing?*

It is common for gas stations to experience a change in corporate operations; in fact, many early gas stations have undergone at least one change. The evaluation of the property and its eligibility will depend on the length of association and the overall integrity of the property. For

example, if a Walter Teague-designed Texaco gas station of the 1930s was modernized in the 1960s, it may have significance because it illustrates the company's efforts to upgrade its older gas station at the time, and the alterations may be a vital part of that story. Rather than diminishing integrity, these changes may be noteworthy and would not detract from its ability to convey significance and be eligible for the NRHP.



Figures 12-19 and 12-20. Although these gas stations are in New Mexico, they represent Texaco's company-wide trend to update their gas stations and improve sales. These examples, which are part of an in-house cost-benefit analysis to track revenues, provide before-and-after examples of changes that have gained significance over time. The gas station on the left is the original c. 1935 building. In the 1960s, this building was modified with the addition of a mansard roof and the application of a stone veneer over the original porcelain enamel paneling. Since this change took place during the historic period, it may still be eligible for the NRHP.

FAQs

11. *When underground fuel storage tanks are removed for environmental reasons, does the removal of driveway approaches, landscaping features, or a canopy make the property ineligible for listing in the NRHP?*

In most cases, the site location features of a gas station and its building form are integral. The removal of storage tanks may alter some aspects of the setting, but such alterations typically would not make the gas station ineligible. The property's overall integrity and area of significance would be the overriding considerations for NRHP eligibility.

12. *If a designer incorporated a gas station into the plan of a community shopping center that possessed a distinct overall architectural style or movement (e.g., Spanish Eclectic or Modern), would the station be eligible individually or as a contributing element to the center?*

By the 1930s, many architects incorporated one or more gas stations into the site planning and design of shopping centers. In most cases, the gas station is best considered as a contributing element to the overall center design, unless a significant portion of the center is demolished or has lost integrity.

13. *Can a gas station adapted for a new use still be eligible for the NRHP?*

Many gas stations have been adapted for new uses because of their efficient use of space, their location along and easy access to/from busy thoroughfare, and the large amount of readily available paved surfaces for parking. Some new uses adapt existing building forms with minimal alteration, while others are extreme. A new use, in

itself, does not make a property ineligible; the greater consideration should be for the way in which the new use is incorporated into the existing building. The key factors in this assessment are the reasons why the station possesses significance and to what degree it remains recognizable to the period of significance.



Figure 12-21. Gas stations are one of the most commonly reused commercial-based property types. Many have been adapted into tire shops and/or auto repair businesses. This former Texaco at 401 East Abram Street in Arlington, is an example of this trend, and minimal alterations were needed to use it for such purposes. This building falls under the Tier 2 category of Integrity Assessment Guidelines. While some modifications, including the change in use to a tire shop, and upgrade of the building's corporate design within the historic-age period (see question 9) are minor, other alterations are more profound and negatively affect the building's integrity to the point that it is no longer able to convey significance under Criterion C. The building could still potentially be eligible under Criterion A or B if found to be significant, as well as contributing to a historic district under Criterion A, B, or C. Moderate alterations include an altered fenestration pattern in the office with replacement and partially infilled windows and door, as well as removal of applied ornamentation (red stars below roofline and horizontal projections above canopy), and painted exterior finish (porcelain enamel panels). These alterations negatively affect the building's integrity of design, materials, and workmanship.

FAQs

14. *How do you evaluate independently owned gas stations that are mimetic or programmatic in form and style?*

The free form, mimetic, or programmatic independent stations are typically important community landmarks. In many cases, these stations are eligible for the NRHP under architecture or commerce; however, if a property is severely altered or compromised, it may be determined ineligible. These properties should be evaluated on a case-by-case basis.

15. *Can a gas station still be eligible if it has additions?*

The effect of a gas station addition on integrity and eligibility is dependent on the size, materials, and location of the addition. According to “Preservation Brief 46: The Preservation and Reuse of Historic Gas Stations,” rear additions are preferred over others. Any additions should be smaller and shorter than the existing building, and should be compatible but not mimic the existing building. An addition is more likely to affect the integrity of a gas station that is significant on an individual basis for its physical attributes or quality of design; however, it has a less-profound effect to a gas station that is noteworthy for its historical association or is within a district.

16. *Could independent and regional gas stations that are simple in form and style be eligible for listing in the NRHP?*

Independent and regional stations should be held to the same standards as all gas stations associated with major brands and oil companies.

17. *Are gas stations evaluated differently when considered individually eligible for the NRHP than when considered contributing to a historic district?*

A station that is isolated or detached from other related buildings or areas should retain its integrity to a higher degree than those that are within a historic district, especially when the building is significant under Criterion C. For further clarification, please see the Gas Station Integrity Classification Guidelines discussed previously.



Figure 12-22. Located 231 San Pedro Avenue in San Antonio, this c. 1965 Enco station could be contributing to a historic district, should one be determined present. The only alterations to the building are a change in use, removal of the original signage, and removal of the gas pumps. This gas station is a well-preserved example of a corporate design from the mid-1960s and also is significant on an individual basis under Criterion C in the area of architecture.

FAQs

18. *If the horizontal bands around the roofline of a gas station are painted a different color than the original, can the building still be eligible for the NRHP?*

The color of the horizontal bands is generally a character-defining feature of a gas station, as they are representative of the brand's colors (e.g., Texaco's green and white). Repainting these bands a different color would negatively affect the integrity of the building and could possibly render it not eligible under Criterion C if other minor to moderate changes are present. If the building otherwise remains intact and recognizable to the period of significance, it may still qualify for eligibility under Criterion A or B, or as contributing to a historic district. For further explanation, please see Gas Station Integrity Classification Guidelines discussed previously.

19. *Does alteration of the original roof make a gas station ineligible for listing on the NRHP?*

Alteration of the original roof, such as adding a gabled or hipped roof to a flat roof, negatively affects a gas station's integrity of design and would likely render it not eligible under Criterion C. If other character-defining features remain intact, the gas station could potentially still be eligible under Criterion A or B, or as contributing to a historic district under any National Register Criteria. Likewise, replacement of original roof materials would be considered an adverse effect if the original roof materials were visible and a character-defining feature of the building (such as the clay tiles used for a pent roof). For further explanation, please see Gas Station Integrity Classification Guidelines discussed previously.



Figure 12-23. A non-historic hipped roof replaced the original flat roof of this former Gulf station at the northeast corner of North Avenue D and North Railroad Street in Waelder. This alteration diminishes the gas station's integrity of design and feeling to a point that it is no longer retains the ability convey significance under Criterion C.



Figure 12-24. When compared to this former Gulf station at the northwest corner of East McKinney Street and US 77 in Denton, it is easy to see how the addition of a hipped roof changes the appearance and character of the Waelder Gulf station.

FAQs

20. *If a gas station's original exterior finish has been painted or covered, does the building possess enough integrity to be eligible for the NRHP?*

The introduction of paint or other material and its effect on integrity depends upon whether or not the original exterior finish or material is a character-defining feature. While in many cases, paint is a reversible alteration, in commercial gas stations it may be more difficult to remove because many were built of porous brick or stone (e.g. petrified wood) and cannot be cleaned effectively. For instance, Gulf gas stations from the late 1910s and 1920s used dark red brick as the dominate building material, which made the company's gas station distinctive and easily recognizable to motorists.

In other cases where terra cotta tiles or porcelain enamel panels exist, these materials often were character-defining aspects of the design and, if significantly covered or altered, may cause a building to lose integrity and not be eligible for listing in the NRHP. An example would be if the stone of a 1950s Ranch style Shell gas station were painted; the building may not be eligible for listing as the stone was an important part of the architectural vocabulary of the corporate form and style.

Painting or covering original exterior finishes changes the building's look, design, and feel and negatively affects its integrity and ability to convey significance under Criterion C. On the

other hand, if the material was originally painted then repainted a different color, or if the finish is not character-defining to the building, then the application of paint, stucco, or other materials may not negate the building's eligibility under Criterion C. Gas stations with character-defining exterior materials that have been painted or covered may still retain enough integrity to be eligible under Criterion A or B or may be contributing to a historic district under Criterion A, B, or C.



Figure 12-25. This Gulf station in Waco shows how paint can diminish the integrity of a historic gas station. Originally, this building featured a white porcelain-enamel exterior finish. This material had a smooth polished finish that gave the station a clean, modern look and appearance. However, the application of paint changes the building's character and diminishes its integrity of materials, design, and feeling. Since the enamel finish is such an important character-defining feature of this gas station type, this building is not eligible for listing under Criterion C alone on an individual basis. However, it still retains others salient physical attributes of its type and could be a contributing resource if within a historic district.



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135. Figure 7-17. In the 1950s, the oblong box took on a Modern style, as illustrated by this 1960s Mobil gas station, once located in Houston. (Source: ExxonMobil Historical Collection [di_03766], The Dolph Briscoe Center for American History, The University of Texas at Austin), page 7-10.
136. Figure 7-18. Circular canopies and a large round disk bearing the Pegasus image were important elements of Eliot Noyes’ design for Mobil in the 1960s. (Source: Karl Michael Witzel. *The American Gas Station*. MBI Publishing Company, 1992: 138), page 7-10.
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207. Figure 10-31. Constructed c. 1920; unknown location in Fort Worth, Tarrant County. (Source: UTA Libraries Digital Gallery, Identifier AR430-47-665-3), page 10-18.
208. Figure 10-32. Constructed c. 1925; located on North Main Street, Albany, Shackelford County. (Source: Hardy·Heck·Moore, Inc), page 10-19.
209. Figure 10-33. Constructed c. 1925; located at 400 East 3rd Street, Burkburnett, Wichita County. (Source: Hardy·Heck·Moore, Inc), page 10-19.
210. Figure 10-34. Constructed c. 1935; located at 302 Walnut Street, Columbus, Colorado County. (Source: Hardy·Heck·Moore, Inc), page 10-20.
211. Figure 10-35. Constructed c. 1935; located at 624 Saint Lawrence Street, Gonzales, Gonzales County. (Source: Hardy·Heck·Moore, Inc), page 10-20.
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213. Figure 10-37. A drawing of the new drum design from the firm of Frederick G. Frost; unknown location. (Source: Karl Michael Witzel. *The American Gas Station*. MBI Publishing Company, 1992: 95 [Reprint from previous guide]), page 10-21.
214. Figure 10-38. Construction date and location unknown. (Source: John Margolies. *Pump and Circumstance: Glory Days of the Gas Station*. New York: Bullfinch Press, 1993: 88 [Reprint from previous guide]), page 10-22.
215. Figure 10-39. Constructed c. 1940; located at 1308 Lavaca Street, Austin, Travis County. (Source: Hardy·Heck·Moore, Inc), page 10-22.
216. Figure 10-40. Constructed c. 1960; located at 299 West Omega Street, Henrietta, Clay County. (Source: Hardy·Heck·Moore, Inc), page 10-23.
217. Figure 10-41. Constructed c. 1970; located at 3630 South Congress Avenue, Austin, Travis County. (Source: Hardy·Heck·Moore, Inc), page 10-23.
218. Figure 10-42. Constructed 1927; located at southeast corner of First Street and Gray Street, McLean, Gray County. (Source: Environmental Affairs Division, Texas Department of Transportation), page 10-24.
219. Figure 10-43. Constructed c. 1935; located at northwest corner of NW Avenue F and NW 4th Street, Childress, Childress County. (Source: Hardy·Heck·Moore, Inc), page 10-24.
220. Figure 10-44. Constructed c. 1935; once located in Odessa, Ector County (no longer extant). (Source: The Petroleum Museum, Jack Nolan Collection) page 10-25.
221. Figure 10-45. Constructed c. 1940; located at 500 East 3rd Street, Big Spring, Howard County. (Source: Hardy·Heck·Moore, Inc), page 10-25.
222. Figure 10-46. Constructed c. 1960; located at northwest corner of Railroad Avenue and Tuft Avenue, Taft, Nueces County. (Source: Hardy·Heck·Moore, Inc), page 10-26.
223. Figure 10-47. Constructed 1962; located at 315 SW 1st Street, Mineral Wells, Palo Pinto County. (Source: Hardy·Heck·Moore, Inc), page 10-26.

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224. Figure 10-48. Constructed c. 1970; located at 2407 Lake Austin Boulevard, Austin, Travis County. (Source: Hardy·Heck·Moore, Inc), page 10-27.
225. Figure 10-49. Constructed c. 1929; location unknown. (Source: Dwayne Jones Personal Collection [Reprint from previous guide]), page 10-28.
226. Figure 10-50. Construction date and location unknown. (Source: Dwayne Jones Personal Collection [Reprint from previous guide]), page 10-28.
227. Figure 10-51. Construction date and location unknown. (Source: Fifties2000's Bucket, Photobucket), page 10-29.
228. Figure 10-52. Constructed 1963; located at 1801 Briarcliff Boulevard, Austin, Travis County. (Source: Hardy·Heck·Moore, Inc), page 10-29.
229. Figure 10-53. Constructed 1988; located at 2250 East Ben White Boulevard, Austin, Travis County. (Source: Hardy·Heck·Moore, Inc), page 10-30.
230. Figure 10-54. Constructed c. 1930; located at 240 South Main Street, Albany, Shackelford County. (Source: Hardy·Heck·Moore, Inc), page 10-31.
231. Figure 10-55. Constructed c. 1945; located at 35126 Hempstead Highway, Hockley, Harris County. (Source: Hardy·Heck·Moore, Inc), page 10-31.
232. Figure 10-56. Constructed 1958, located at 1426 Herring Avenue, Waco, McLennan County. (Source: Hardy·Heck·Moore, Inc), page 10-32.
233. Figure 10-57. Constructed 1950; located at 318 Walnut Street, Columbus, Colorado County. (Source: Hardy·Heck·Moore, Inc), page 10-32.
234. Figure 10-58. Constructed 1950; located at 2202 Fredericksburg Road, San Antonio, Bexar County. (Source: Hardy·Heck·Moore, Inc), page 10-33.
235. Figure 10-59. Constructed 1918, located in San Antonio (no longer extant). (Source: oldgas.com), page 10-34.
236. Figure 10-60. Constructed c. 1925; located at 901 South Main Street, Fort Worth, Tarrant County. (Source: Hardy·Heck·Moore, Inc), page 10-34.
237. Figure 10-61. Constructed c. 1925; located at 701 South St. Mary's Street, San Antonio, Bexar County. (Source: Hardy·Heck·Moore, Inc), page 10-35.
238. Figure 10-62. Constructed c. 1925, located in Decatur, Illinois. (Source: Bruce Nims, "Restored 1930's Texaco Station, Decatur, IL"), page 10-35.
239. Figure 10-63. Constructed c. 1945; located at 318 South Main Street, Eden, Concho County. (Source: Hardy·Heck·Moore, Inc), page 10-36.
240. Figure 10-64. Construction date unknown; located in Houston, Harris County. (Source: Bob Bailey Studios Photographic Archive, [e_bb_3278], The Dolph Briscoe Center for American History, The University of Texas at Austin), page 10-36.
241. Figure 10-65. Constructed 1951; located at 1031 North St. Joseph Street, Gonzales, Gonzales County. (Source: Hardy·Heck·Moore, Inc), page 10-37.
242. Figure 10-66. Constructed c. 1950; 201 IH 35, Belton, Bell County. (Source: Hardy·Heck·Moore, Inc), page 10-37.
243. Figure 10-67. Construction date unknown; located in Houston, Harris County. (Source: Bob Bailey Studios Photographic Archive, [e_bb_1965], The Dolph Briscoe Center for American History, The University of Texas at Austin), page 10-38.
244. Figure 10-68. Constructed 1963; located at 4050 South Freeway, Fort Worth, Tarrant County. (Source: Hardy·Heck·Moore, Inc), page 10-38.

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245. Figure 10-69. Constructed 1960; located at 1400 West Koenig Lane, Austin, Travis County. (Source: Hardy-Heck-Moore, Inc), page 10-39.
246. Figure 10-70. Constructed c. 1950, modified c. 1965; located at 4416 Burnet Road, Austin, Travis County. (Source: Hardy-Heck-Moore, Inc), page 10-39.
247. Figure 10-71. Constructed c. 1965; located at 1016 Koenigheim Street, San Angelo, Tom Green County. (Source: Hardy-Heck-Moore, Inc), page 10-40.
248. Figure 10-72. Constructed c. 1980; located at 7110 Bee Cave Road, Austin, Travis County. (Source: Hardy-Heck-Moore, Inc), page 10-40.
249. Figure 10-73. Constructed 1948; located at 2018 Roosevelt Ave, San Antonio, Bexar County. (Source: Hardy-Heck-Moore, Inc), page 10-41.
250. Figure 10-74. Constructed c. 1950; location unknown. (Source: Charles L. Franck and Franck-Bertacci Photograph Collections, Louisiana Digital Library), page 10-42.
251. Figure 10-75. Constructed c. 1950; located at 502 E 2nd Street, Colorado City, Mitchell County. (Source: Heart of West Texas Museum, Colorado City, Mitchell County), page 10-42.
252. Figure 10-76. Constructed 1953; located at 702 E 2nd Street, Odessa, Ector County. (Source: Hardy-Heck-Moore, Inc), page 10-43.
253. Figure 10-77. Constructed c. 1965; located at 1200 W Front Street, Midland, Midland County. (Source: Hardy-Heck-Moore, Inc), page 10-43.
254. Figure 10-78. Constructed 1939; located at 332 W Commerce St, Dallas, Dallas County (no longer extant). (Source: Preservation Dallas), page 10-44.
255. Figure 10-79. Constructed c. 1930; located at 1001 Alamo Street, San Antonio, Bexar County. (Source: Hardy-Heck-Moore, Inc), page 10-44.
256. Figure 10-80. Constructed c. 1950; located at 1100 Red River Street, Austin, Travis County (no longer extant). (Source: ND-56-291-01, Austin History Center, Austin Public Library), page 10-45.
257. Figure 10-81. Constructed c. 1940; located at 903 Nogalitos Street, San Antonio, Bexar County. (Source: Hardy-Heck-Moore, Inc), page 10-45.
258. Figure 10-82. Constructed c. 1960; located at 817 W Division Street, Abilene, Taylor County. (Source: Hardy-Heck-Moore, Inc), page 10-46.
259. Figure 10-83. Constructed c. 1950; location unknown. (Source: Pinterest), page 10-46.
260. Figure 10-84. Constructed c. 1930; located at 246 W Davis Street, Dallas, Ellis County. (Source: Hardy-Heck-Moore, Inc), page 10-47.
261. Figure 12-1. This c. 1925 Magnolia station is located in Deep Ellum, Dallas at the southeast corner of the intersection of Main Street and North 2nd Avenue. The station has significance under Community Planning and Development. In the 1920s, building owners in downtown commercial areas, as well as wealthy urban neighborhoods, began constructing gas stations at prominent locations on major roadways, often on corner commercial lots as to provide access from two arterial streets. (Source: Hardy-Heck-Moore, Inc), page 12-3.
262. Figure 12-2. This c. 1960 Shell station, located 301 W Division Street in Arlington, has significance under Community Planning and Development for its location within a 1950s suburb and could be contributing to a historic district. After the end of World War II, many returning veterans moved en masse to new residential areas established just beyond major metropolitan areas. In response to this trend, planned suburbs began to appear on the landscape. These developments included all amenities that a family would need, including parks, schools, churches, shopping centers, and gas stations, thereby minimizing the need to travel into the city. (Source: Hardy-Heck-Moore, Inc), page 12-4.

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263. Figure 12-3. Located at 300 W Broadway Avenue in Sweetwater, this c. 1925 Magnolia station has significance under Transportation for its association with the Bankhead Highway, an auto trail that ran through Texas from Texarkana to El Paso. Construction of early named highways that predated the US highway designation system led to an increase of tourist travel using automobiles, as well as the development of new gas station forms catering to these motorists. These stations changed the physical character and landscape along many segments of the road. (Source: Hardy-Heck-Moore, Inc), page 12-4.
264. Figure 12-4. Located at 15913 IH-35 in Schertz, this c. 1965 Phillips 66 station is significant under Transportation, as it was constructed in direct response to the completion of the interstate highway through the city. In 1956, President Eisenhower established the Federal Highway Act. This monumental piece of legislation created the interstate highway system, a series of expressways meant to alleviate traffic congestion and make travel between states more efficient. While the interstate highway system often utilized the path of previous roads, the new development often bypassed urban areas along new alignments within a mile or two of the town center, thus changing an area's cultural landscape. In response to the construction of these new highways, many auto-related resources, including gas stations, were constructed. (Source: Hardy-Heck-Moore, Inc), page 12-5.
265. Figure 12-5. This c. 1940 Texaco station on SH 20 in the vicinity of McNary is individually eligible under Criterion C: Architecture as a good and intact example of Walter Teague's design of the Type A gas station for the Texas Company, a once prevalent and common form that is becoming increasingly rare in Texas. The form remains unaltered, but loss of design elements includes stars and signage. In addition, the loss of the window panes and over-all deterioration of the building affects integrity of materials. Despite this, the fenestration pattern remains intact and the building's loss of integrity is minimal. (Source: Hardy-Heck-Moore, Inc), page 12-7.
266. Figure 12-6. This c. 1950 Sinclair station is located at 904 Commerce Drive, Greenville, TX. Although the building remains intact to its period of construction (the office windows are partially covered with plywood), it is a basic oblong box with canopy form that does not have any highly stylized influences. In addition, no known architect designed the building. As such, it is not individually eligible under Criterion C. (Source: Hardy-Heck-Moore, Inc), page 12-7.
267. Figure 12-7. This c. 1930 metal-construction gas station, located at 524 Indiana Avenue in Wichita Falls, is individually eligible under Criterion C: Engineering as it embodies a distinct method of early gas station construction that utilized prefabricated steel panels, industrial steel windows, and limited ornamentation. The building's only alterations are the removal of the gas pumps and original signage. (Source: Hardy-Heck-Moore, Inc), page 12-8.
268. Figure 12-8. This c. 1920 Union Metal station, located at the northwest corner of South Breckenridge Avenue and West Power Street in Breckenridge, meets Criteria Consideration B (Moved Properties) and is eligible under Criterion C: Engineering. The gas station was likely moved to its current location as there is no paved parking area or vehicular entry/exit to the building, nor is there any evidence that paving was ever present at the site. Although the relocation of the gas station negatively affects its integrity of setting, association, and feeling, the building's integrity of design, materials, and workmanship remain intact. The building embodies a distinct yet rare method of early gas station construction that utilized prefabricated metal panels, industrial steel windows, and limited ornamentation. The only alterations to the building, aside from its relocation, are the removal of the gas pumps and original signage. (Source: Hardy-Heck-Moore, Inc), page 12-9.
269. Figure 12-9. Gulf station in Beeville, constructed c. 1925, located approximately one block south of the courthouse square. (Source: Hardy-Heck-Moore, Inc), page 12-15.
270. Figure 12-10. Phillips 66 station in Waco, constructed in 1964, located at 2601 W Waco Drive. (Source: Hardy-Heck-Moore, Inc), page 12-16.
271. Figure 12-11. Gulf station in Decatur, constructed c. 1925, located just west of the courthouse square. (Source: Hardy-Heck-Moore, Inc), page 12-17.

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272. Figure 12-12. Phillips 66 station in Abilene, constructed in 1961, located at 4241 North 1st Street. (Source: Hardy-Heck-Moore, Inc), page 12-18.
273. Figure 12-13. Gulf station in Greenville, constructed c. 1925, located just east of the downtown commercial district. (Source: Hardy-Heck-Moore, Inc), page 12-19.
274. Figure 12-14. Phillips 66 station in Austin, constructed c. 1965, located at 3311 IH 35. (Source: Hardy-Heck-Moore, Inc), page 12-20.
275. Figure 12-15. This Sinclair station, located at the northeast corner of E Campbell St and N Swenson Street in Stamford, was later rebranded as a Texaco station. Although this change led to some minor modifications to the gas station, the construction of a small side addition and the replacement and partial infill of the office windows are more severe alterations and diminish the building's integrity of design and materials. These alterations make the building fall within the Tier 2 integrity assessment category. As such, it is not individually eligible under Criterion C, but could still be eligible for historical associations (Criterion A or B). It also could be contributing to a historic district under any National Register, if applicable. (Source: Hardy-Heck-Moore, Inc), page 12-21.
276. Figure 12-16. Enclosure of the original canopy of this Humble station, located at 145 East Pearl Street in Goliad, obscures most of the canopy's historic fabric. The original architectural elements still visible are the angled metal columns. Otherwise, the enclosure of the canopy makes the gas station unrecognizable to its period of significance. This alteration places the station in the Tier 3 integrity assessment category. As such, it is not individually eligible under any National Register Criteria, nor is it contributing to a historic district, should one be present. (Source: Hardy-Heck-Moore, Inc), page 12-22.
277. Figure 12-17. The original canopy of this former Magnolia station, located at 5424 Austin Highway in San Antonio, was enclosed with glass. Note that the glass is set back within the canopy, so that the original canopy features are still recognizable. This station falls within the Tier 2 integrity assessment category and has significance under Criterion A for its association with the Meridian Highway and under Criterion C for its quality of design. Since the glass enclosure of the canopy is sympathetic to the building's overall design, the alteration only minimally affects the building's integrity. Other alterations, including removal of original signage and gas pumps, are minimal. (Source: Hardy-Heck-Moore, Inc), page 12-22.
278. Figure 12-18. The service bays of this former Gulf station, located at 620 Irvine Street in Yoakum, have been enclosed and result in the building being classified within the Tier 2 category of the Integrity Assessment Guidelines. The in-filled service bays and painting of the blue striping below the roofline of the building are moderate changes that affect integrity of design and materials. The addition of a metal awning, as well as the change in use to an insurance agency, removal of original signage, and removal of gas pumps are minor changes that minimally affect integrity of design and association. While the building is still recognizable as a Gulf station from the 1940s, the changes make it ineligible under Criterion C. It could, however, still be eligible under Criterion A or B, if it has significance, or contributing to a historic district. (Source: Hardy-Heck-Moore, Inc), page 12-23.
279. Figures 12-19 and 12-20. Although these gas stations are in New Mexico, they represent Texaco's company-wide trend to update their gas stations and improve sales. These examples, which are part of an in-house cost-benefit analysis to track revenues, provide before-and-after examples of changes that have gained significance over time. The gas station on the left is the original c. 1935 building. In the 1960s, this building was modified with the addition of a mansard roof and the application of a stone veneer over the original porcelain enamel paneling. Since this change took place during the historic period, it may still be eligible for the NRHP. (Source: Jim Sloan, Flickr), page 12-24.
280. Figure 12-21. Gas stations are one of the most commonly reused commercial-based property types. Many have been adapted into tire shops and/or auto repair businesses. This former Texaco at 401 East Abram Street in Arlington, is an example of this trend, and minimal alterations were needed to use it for such purposes. This

building falls under the Tier 2 category of Integrity Assessment Guidelines. While some modifications, including the change in use to a tire shop, and upgrade of the building's corporate design within the historic-age period (see question 9) are minor, other alterations are more profound and negatively affect the building's integrity to the point that it is no longer able to convey significance under Criterion C. The building could still potentially be eligible under Criterion A or B if found to be significant, as well as contributing to a historic district under Criterion A, B, or C. Moderate alterations include an altered fenestration pattern in the office with replacement and partially infilled windows and door, as well as removal of applied ornamentation (red stars below roofline and horizontal projections above canopy), and painted exterior finish (porcelain enamel panels). These alterations negatively affect the building's integrity of design, materials, and workmanship. (Source: Hardy-Heck-Moore, Inc), page 12-25.

281. Figure 12-22. Located 231 San Pedro Avenue in San Antonio, this c. 1965 Enco station could be contributing to a historic district, should one be determined present. The only alterations to the building are a change in use, removal of the original signage, and removal of the gas pumps. This gas station is a well-preserved example of a corporate design from the mid-1960s and also is significant on an individual basis under Criterion C in the area of architecture. (Source: Hardy-Heck-Moore, Inc), page 12-26.
282. Figure 12-23. A non-historic hipped roof replaced the original flat roof of this former Gulf station at the northeast corner of North Avenue D and North Railroad Street in Waelder. This alteration diminishes the gas station's integrity of design and feeling to a point that it is no longer retains the ability convey significance under Criterion C. (Source: Hardy-Heck-Moore, Inc), page 12-27.
283. Figure 12-24. When compared to this former Gulf station at the northwest corner of East McKinney Street and US 77 in Denton, it is easy to see how the addition of a hipped roof changes the appearance and character of the Waelder Gulf station. (Source: Hardy-Heck-Moore, Inc), page 12-27.
284. Figure 12-25. This Gulf station in Waco shows how paint can diminish the integrity of a historic gas station. Originally, this building featured a white porcelain-enamel exterior finish. This material had a smooth polished finish that gave the station a clean, modern look and appearance. However, the application of paint changes the building's character and diminishes its integrity of materials, design, and feeling. Since the enamel finish is such an important character-defining feature of this gas station type, this building is not eligible for listing under Criterion C alone on an individual basis. However, it still retains others salient physical attributes of its type and could be a contributing resource if within a historic district. (Source: Hardy-Heck-Moore, Inc), page 12-28.