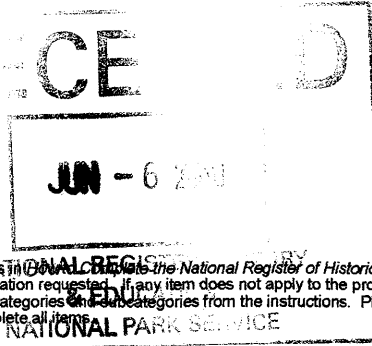


United States Department of the Interior
National Park Service



National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "X" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable". For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer to complete all items.

NATIONAL PARK SERVICE

1. Name of Property

Historic name Gloe Brothers Service Station (NeHBS #HL08-066)

Other names/site number Collins Modern Service Station/Collins Point Branch of the Bank of Wood River

2. Location

Street & number 609 East 11th Street (U.S. Route 30 and 11th Street) Not for publication

City or town Wood River Vicinity

State Nebraska Code NE County Hall Code 079 Zip code 68883

3. State/Federal Agency Certification

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

Lawrence S. Smith
Signature of certifying official

5/31/00
Date

Director, Nebraska State Historical Society
State or Federal agency and bureau

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

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby, certify that this property is:

entered in the National Register.

see continuation sheet.

determined eligible for the National Register.

see continuation sheet.

determined not eligible for the National Register.

removed from the National Register.

other, (explain): _____

Edson H. Beall 7/5/00

[Signature]
Signature of Keeper

Date of Action

Gloe Brothers Service Station

Name of Property

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5. Classification

Ownership of Property

(Check as many boxes as apply)

- Private
- Public-local
- Public-state
- Public-federal

Category of Property

(Check only one box)

- Building(s)
- District
- Site
- Structure
- Object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1		Buildings
		Sites
		Structures
		Objects
1	0	Total

Name of related multiple property listing

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

NA

Number of contributing resources previously listed in the National Register

NA

6. Function or Use

Historic Functions

(Enter categories from instructions.)

Other: gas station

Current Functions

(Enter categories from instructions.)

Commerce/Trade: financial institution

7. Description

Architectural Classification

(Enter categories from instructions.)

Other: commercial vernacular

Materials

(Enter categories from instructions.)

Foundation Concrete

Walls Stucco

Roof Asphalt

Other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is:

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

Narrative Statement of Significance

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

Areas of Significance

(Enter categories from instructions.)

Commerce

Period of Significance

1933-1939

Significant Dates

1933

Significant Person

(Complete if Criterion B is marked above.)

NA

Cultural Affiliation

NA

Architect/Builder

Unknown

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

- Preliminary determination of individual listing (36 CFR 67) has been requested
- Previously listed in the National Register
- Previously determined eligible by the National Register
- Designated a National Historic Landmark
- Recorded by Historic American Buildings Survey # _____
- Recorded by Historic American Engineering Record # _____

Primary location for additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local Government
- University
- Other
- Name of repository: _____

Gloe Brothers Service Station

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10. Geographical Data

Acreage of property Less than one acre

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

Table with 7 columns: Zone, Easting, Northing, Zone, Easting, Northing. Rows 1-2 and 3-4.

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title L. Robert Puschendorf, Deputy State Historic Preservation Officer
organization Nebraska State Historical Society date March 17, 2000
street & number 1500 R Street, P.O. Box 82554 telephone (402) 471-4787
city or town Lincoln state Nebraska zip code 68501

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

Photographs

Representative black and white photographs of the property.

Additional items

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

Property Owner

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

name/title Bank of Wood River/Charles E. Moyer, President
street & number 110 East 9th Street telephone (308) 583-2262
city or town Wood River state Nebraska zip code 68883

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

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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Gloe Brothers Service Station

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The Gloe Brothers Service Station is located on U.S. Route 30 at the near southeast edge of Wood River, Nebraska (1990 population, 1,156). Wood River is located in the Platte River valley of southern Hall County. The site is a small triangular tract, with access off U.S. Route 30 on the south and Eleventh Street on the north, a residential street. The small one-story service station has a T-shaped plan with a steeply pitched roof. Clad in stucco and rising from a concrete slab, the T-shaped plan defines the office area and attached former service bay that features drive-through service doors.

.....
The broad, flat valley of the Platte River in Nebraska served as a natural transportation corridor for overland trails, the Union Pacific railroad, and the transcontinental Lincoln Highway. In Hall County, the Platte River crosses diagonally and these transportation corridors parallel. These include the Mormon and Oregon-California trails of the mid-nineteenth century, perhaps best represented in the county by the Townsley-Murdock Immigrant Trail Site south of Alda (NeHBS HL00-149, National Register of Historic Places). The Union Pacific's transcontinental railroad, surveyed in 1866, assured the growth and development of towns such as Wood River along its right of way. And transcontinental roads of the twentieth century, such as the Lincoln Highway, U.S. Route 30, and today's Interstate 80 continue the legacy of the area's transportation history.

The site of the Gloe Brothers Service Station is a triangular tract fronting U.S. Route 30, which was routed through Wood River at this location in the 1930's. The Union Pacific mainline parallels U.S. Route 30 on the south. The building was positioned to allow access from U.S. Route 30 and Eleventh Street on the north, which converge to form the triangular tract. Historic features of the site, such as concrete apron and driveways, gas pumps, and islands were removed during the period that the station was vacated. Underground storage tanks have also been removed.

The small one-story service station retains its historic exterior integrity. The gable front has two projecting bay windows with ornamental wood support brackets. These flank a central doorway and are covered by a projecting shed roof, presenting a symmetrical primary façade. The service bay historically featured overhead service doors at each end that facilitated the movement of vehicles through the bay. In later years, one of the service doors was walled in; stucco and metal industrial-type windows replaced the opening, which still remained visible.

The building was proposed as a certified rehabilitation (1999-2000) for use as a drive-through facility for the Bank of Wood River. Restricted by its location on the small, triangular tract and by access off U.S. Route 30, the building was repositioned on its site with careful attention to the building's historic setting and its orientation to the highway. Work entailed repositioning the building 90 degrees on site, a new foundation, reconstruction of the brick beltcourse at the sill of the building, reconstruction of the brick chimney, landscaping and new driveway access. Although the orientation of the building has been changed, the building's integrity of setting, location, feeling and association has been retained.

The rehabilitation required reconfiguration of the interior walls in the former office area to allow for an accessible restroom and a teller work station, accommodating a new drive-in window to service vehicles through the drive-through bay. All work has been evaluated under the Secretary of the Interior's "Standards for Rehabilitation," as reviewed by the State Historic Preservation Office in February 2000. Landscaping will include new driveways, a freestanding automated teller machine, and signing.

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The Gloe Brothers Service Station is locally significant under criteria A and C, representing an important period of highway development and roadside commerce, and type of gasoline station design that evolved during this period. The building's period of significance begins in 1933, its date of construction, and extends to 1939, corresponding to a period of the automobile's rise to dominance in American culture and transportation, as well as transitions in marketing by petroleum outlets that reflected in gasoline station type, form and function prior to World War II.

CRITERION A: HIGHWAY DEVELOPMENT and ROADSIDE COMMERCE

The Gloe Brothers Service Station is significantly represented with Criterion A, reflecting the commercial development of roadside business corresponding to the physical development of the state's and nation's highway systems. The period between World War I and World War II saw the automobile emerge to dominance in American culture and transportation and the development of roadside businesses established to serve the needs of motorists. This period also saw increased federal involvement in the development of highways, including the Lincoln Highway/U.S. Route 30.

Highway Development and the Lincoln Highway

The Lincoln Highway was conceived in 1912 by an association of automotive manufacturers and businessmen. Their goal was to promote a direct, transcontinental route from New York to San Francisco — a paved, marked, toll-free highway. A route was delineated through thirteen states. As planned, the Lincoln Highway traversed the entire length of the state of Nebraska for 450 miles, for the most part following the Union Pacific Railroad and the Platte River Valley:

The valley, which has been called "The Great Platte River Road," forms a relatively narrow corridor through the state where nineteenth-century routes were located: the Mormon and Oregon-California trails; the Pony Express route; and the Union Pacific mainline, the nation's first transcontinental railroad. The Lincoln Highway in Nebraska represents a twentieth-century addition to the Platte River Road; as the nation's first transcontinental highway it too was a pioneer trail (Ahlgren, p. 173).

In Hall County the Lincoln Highway was routed through Grand Island, Alda and Wood River, communities that promoted and, in turn, benefited from the highway. One of the earliest examples of community spirit and highway promotion came with the completion of the state's first "Seedling Mile" in November 1915. Community boosters built this section of concrete-paved roadway near Grand Island as a demonstration project to promote public and private development of the Lincoln Highway.

As Americans increasingly took to the highways, automobile use supported the demand for highway expenditures. Federal involvement through the Federal Aid Road Act of 1916 and subsequent appropriations spurred construction and maintenance of highways through a system of dollar matching with the states.

Improvements in the Lincoln Highway followed, including a 1922 agreement with the Union Pacific Railroad to decrease the number of railroad crossings in the path of the route, as well as a concerted effort to make the route as direct as possible. The Lincoln Highway (denoted as U.S. Route 30 in 1926) was so improved in Hall County:

In 1930, Highway 30 left Grand Island and headed directly west on a section line road until it was approximately one mile east of Wood River and then it passed south to the Union Pacific railroad tracks. At the tracks, it continued southwesterly until it reached Wood River. At this point, the highway headed south for approximately two miles, turned west and traveled to the county border. Most likely, this route was instituted when the realignment along the tracks occurred. By 1933, Highway 30 entered the county on the south side of the tracks and then crossed the Union Pacific tracks in Grand Island and paralleled the north side of the track through the county ("Nebraska Historic Buildings Survey, Final Report of Hall County").

Federal funding facilitated improvements which played a significantly greater role in highway construction with the onset of the depression years of the 1930's:

In 1931, the federal government made \$80 million in emergency federal-aid available to the states to supplement their required matching expenditures to receive regular federal-aid. This greatly relieved the burden on state appropriations and allowed highway construction to continue uninterrupted. In 1931-32, State Engineer Robert L. Cochran reported that Nebraska received \$4.25 million in emergency federal-aid. He noted that "for the first time in many years, all federal-aid apportioned to Nebraska has either been spent for construction or has

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been placed under contract." This allowed more construction than would otherwise have taken place since Nebraska had generally been unable to appropriate enough money previous years to match the full amount of federal-aid available to the state.

The impetus behind the Emergency Federal-Aid Act of December 1930 was to create and maintain as high a level of employment as possible to offset increasing unemployment. A second Emergency Federal-Aid Act was passed by Congress in July 1932, which set forth stipulations and requirements to guarantee that end (Koster, pp.35-36).

Under this emergency federal aid funding, paving of the Lincoln Highway from Alda to Wood River (7.1 miles) and Wood River to Shelton (8.2 miles) was let to Abel Construction Company in October 1932. "Upon completion. . . pavement will be continuous from Shelton to Omaha on U.S. Highway 30," reported District Engineer F. C. Rolls in his report for the Nebraska Department of Public Works. The project also involved the realignment and relocation of the highway between Wood River and Shelton, with the elimination of two railroad crossings and a shortening of the distance between the two towns by one and a half to two miles (Wood River Sunbeam, August 25, 1932).

By November 1932 the last of the right-of-way for the highway improvements through Wood River had been settled. At Wood River, the State of Nebraska acquired a strip of land from lots 13, 14 and 15 from owners John and Alice Hoppel in December of 1932. Highway construction began in March of 1933 and in the same month brothers Herman and Rudolph (Rudy) Gloe purchased the tract from the Hoppels for the construction of a new gasoline station.

When the Gloe brothers selected the tract of land for their new gasoline station, they no doubt sought maximum exposure for their business. The triangular tract fronted the Lincoln Highway (U.S. 30) on the south, locally referred to as "Lincoln Way," and Eleventh Street to the north, a residential street. The tract, although very limited in size, allowed maximum access for motorists both from the highway and the converging street. And the new highway improvements promised a permanent stream of passing motorists. Construction of the Gloe Brothers Service Station began in May of 1933 and the opening was announced in conjunction with the opening of the highway on July 1, 1933.

Nebraska's aggressive work in surfacing the Lincoln Highway was recognized in a letter to Governor Charles W. Bryan from Frank K. Bibb of the Lincoln Highway Bureau dated November 9, 1932. In response, State Engineer Cochran confirmed that the total surfacing on the Lincoln Highway for the years 1931 and 1932 consisted of 116 miles of concrete pavement and 58 miles of bituminous mat surfacing. In November of 1935, over 3,000 people gathered a few miles west of North Platte to celebrate completion of paving on U.S. Route 30. The event warranted a telegram of congratulations from President Franklin D. Roosevelt.

The emergency funding acts of 1931 and 1932 were credited with over 70 percent of the mileage added to the state highway system during the decade of the 1930s (Koster, p. 42). Other New Deal programs such as the Civil Works Administration (1933) and Federal Emergency Relief Administration (1934) also added to the substantial increase in mileage to the state highway system during the decade.

Commercial Development and Roadside Business

As Americans took to the road, so too did numbers of business ventures. Roadside businesses provided the services and products desired by the motorist: gasoline, food, lodging, diversions, groceries, automotive repair and accessories, and automobiles themselves. Of these businesses, the gasoline station was among the first to meet the demand:

By 1920, about 15,000 stations existed and the number increased about 12,000 per year in the ensuing decade . . . The gasoline station owner suspected that service to passing motorists promised a steady income and knew it required neither special training nor a large investment (Sculle, p. 57).

The products and services offered by gasoline stations likewise evolved and grew with demand, location, and other market conditions.

In a local context, a 1994-95 Nebraska Historic Buildings Survey of the Lincoln Highway in Hall County identified three tourist complexes, one hotel, one gas station, and three automotive garages representing extant, former roadside businesses on the Lincoln Highway. One of the most prominent properties associated with the highway in Hall County is Shady Bend (1930-35) a complex of Spanish Revival buildings including tennis court and cabins (no longer extant) and a main building which once served gas. A second complex, northeast of Grand Island at the intersection of Seedling Mile Road and the Lincoln Highway, consists of a commercial building with gable roof and six cottages. Between Alda and Wood River is

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Dutch's Place, operated from 1929-1960, consisting of several cabins, outhouses, shed, shower building (all no longer extant), and a frame main building.

Three automobile service garages were identified in the survey, two concrete block garages in Wood River and another located in downtown Grand Island. The ten-story Hotel Yancey, built in 1920 in downtown Grand Island, was also identified. This commercial hotel provided accommodations to motorists.

The survey identified only one service station, located near Grand Island at Seedling Mile Road and the Lincoln Highway. The Stuhr Service Station (now Kensinger Station) was constructed in 1939. It is a one-story trapezoidal-shaped building with stucco siding, flat roof, stone sills and vertical neon "gas" sign. An exterior grease pit is located behind the station.

Of the roadside properties identified in the 1994-95 survey, only Shady Bend was recommended potentially eligible for the National Register of Historic Places; the Hotel Yancey was listed on the National Register of Historic Places in 1984. Subsequent to the survey, both the Stuhr Service Station and the Gloe Brothers Service Station were judged eligible for the National Register of Historic Places in conjunction with federal compliance projects.

The Gloe Brothers Service Station was the second established by Herman and Rudy Gloe. The Gloe brothers entered the gasoline business in 1925 at a downtown location in Wood River (no longer extant). With their experience in the business, the brothers designed and constructed a "new, modern, up-to-the minute service station . . . of the super-service type and equipped to supply the needs of the tourist travel as well as the local patronage" (Wood River Sunbeam, May 18, 1933).

The depression years brought changes to the business of gasoline stations, reflected in the products and services offered by the Gloes' new service station. Upon its opening in 1933, the station advertised "a modern grease and wash room." The drive-through service bay featured a hoist; tires and accessories were offered in their product line. Gasoline stations of the period frequently turned to their product and service line to offset declining revenues from gasoline sales:

The filling station business in those days was hard work with long hours during the busy seasons; many days from 5:00 a.m. to 2:00 a.m. (In earlier times) the gasoline was hand pumped into vehicles from underground storage tanks - 5 gallons was a good fill in those days. Other services included oil and tire sales, cleaning windshields, grease jobs, and repairing flats, which was usually "patch on a patch" . . . (when) Al and Earl Fairbanks were the operators (1935) the margin was 2 cents per gallon (Moyer).

In 1933, the station offered Skelly gasoline, Goodyear tires and Quaker State motor oil among its products. In October 1934, the Gloe brothers leased their station to the Sinclair Refining Company. The brothers continued to operate at their "downtown" location. A succession of operators managed the station between 1934 and 1939, continuing the Sinclair line. Products and services advertised during this period included "complete specialized lubrication: we use a car lift," "New Tread Goodrich Tires," spark plugs, "Commander" batteries, fan belts, light bulbs and windshield wipers. In 1939, the Gloe brothers dissolved their half interests in the business. The period of significance for this property also roughly coincides with this year. The ensuing war effort and restrictions on domestic oil products, tires, and resulting automobile travel soon had major implications to gasoline stations, other roadside business, and highway development.

The significance of this property under Criterion A, therefore, includes its association with the development of the Lincoln Highway. Construction of the Gloe Brothers Service Station was conceived and built in conjunction with an important period of highway development that saw the Lincoln Highway become a truly modern road. Evaluated as an example of roadside commerce associated with the Lincoln Highway in Hall County, the Gloe Brothers Service Station also significantly represents commercial development of the period. This is further represented in the building's type, form and former functions as follows in the narrative for Criterion C.

CRITERION C: TYPE, FORM and FUNCTION

The Gloe Brothers Service Station is significantly represented under criterion C, displaying distinctive characteristics of a type: the American gasoline station. It reflects the evolution of the gasoline station between World War I and World War II, a period that witnessed the dominance of the automobile and the corresponding market for petroleum outlets, products and services. The design, form and former functions of this property

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type reflect important marketing trends of the American gasoline station during the period when petroleum outlets evolved from "filling" stations to "service" stations.

Background: Evolution of the Gasoline Station

With the astounding rise in automobile production, sales and ownership before World War I, the corresponding demand for petroleum products skyrocketed. These demands were first met by "filling" stations, often curbside pumps operated in front of grocery, hardware, general merchandise and feed stores, automotive garages and dealerships, blacksmith shops or livery stables. Curbside outlets had drawbacks, however, including traffic conflicts and fire safety concerns.

These outlets were often supplanted by off-street filling stations, operating out of utilitarian, rudimentary shacks or sheds. These, too, had drawbacks as neighbors, residents, and city officials looked in disfavor at the appearance of this new breed of commercial structure. Oil companies, too, sought a more desirable image for their outlets.

Within cities and towns, the curbside and shed-type filling stations were generally located in and around the central business district. After 1920, builders of stations sought sites that accommodated access for motorists, often locating in residential areas and outlying locations along burgeoning highways. Design of these stations required both compatibility with neighborhoods and appeal to passing motorists (Jakle, pp 524-525).

Type

A typology for gasoline stations between 1920-1970 (Jakle, 1978) was developed by systematically sampling issues of the National Petroleum News, a trade publication which also reported gasoline station innovation and carried advertisement and articles oriented to gasoline station owners and operators. This typology identifies the "house," "house with canopy," and "house with bay" as prominent types from after 1920 into the 1930s. The basis for this typology is obvious; the "house" type derives its nomenclature from its appearance as a domestic house:

Whether custom made or mass produced, the most popular architectural costume for packaging filling stations by the early 1920s was that of a small, tidy house. Stations masquerading in the guise of houses had a number of advantages. They could be built by the do-it-yourselfer from materials readily available from the local lumberyard, and they fit in well in residential areas. The sight of a little house selling gas along the roadside could also trigger a host of positive associations—friendliness, comfort, and security—in the minds of motorists whizzing by (Liebs, pp. 100-101).

Popular designs included hip-roofed stations resembling little bungalows and cottage-style houses. Craftsman, English cottage, and Spanish influences are noted in Nebraska examples. Interiors were basic and utilitarian:

Most stations contained small offices, one or two small storage rooms, and public restrooms. The entrance to the men's room was usually inside the station house as a convenience to employees as well as customers. Entrance to a women's room was usually discretely hidden behind or along side the building. Handcranked oil dispensers were located at the center of the office opposite the front door, a desk, chairs, and a stove completed the basic furnishings (Jakle, p. 52).

Some oil companies pursued gasoline station design as a means of establishing a company identity, employing professional designers or selecting prefabricated designs. One example was the English cottage-style stations designed by the Pure Oil Company after 1925, featuring steep, end-gable roofs, tall end chimneys, shutters, and even window boxes and trellises. These stations sported company colors and stucco covering either brick hollow-tile or wood frame and lathe (Liebs, p. 101). Most gasoline stations, however, were not professionally designed. They were built by owners and local contractors, taking cues perhaps from their locality, owner preference, or industry trends (Sculle, p. 56).

Herman and Rudolph (Rudy) Gloe built their new gasoline station in the manner of the picturesque, cottage-style stations of the era. Stucco siding, steeply pitched roof, decorative brick soldier course and chimney, projecting display windows with multi-panel fenestration and ornamental wood support brackets all serve to reinforce the style, if in a vernacular expression. The building epitomizes the "house" and "house with bay" typology; the T-shaped plan and roof lines define the office area ("house") and service bay ("bay").

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The station likely was built to the Gloe brothers' specifications by local contractors. Period newspaper accounts reported contractors providing work on the foundation, lathe and plaster, and stucco. Since the brothers were well versed in the gasoline and automotive business they probably conceived the general design from trade publications, oil company designs, or by observing other gasoline stations, adding their own practical experience to the would-be functions they envisioned for their new business venture in 1933.

Form and Function

The transition between "filling" stations – those offering gasoline and a limited product line – and "service" stations – those offering an expanded product line and repair services – appeared during this period:

During (the) early decades, motorists relied upon the filling station to provide gas, oil, and perhaps a wipe of the windshield. When their auto needed repairs, however, car owners usually turned either to the repair facilities being built by major automobile companies such as Packard for servicing the cars they produced (these were first called "service stations" about 1910), or to a host of blacksmith shops and independent garages. By the early 1920s, this conglomeration of facilities was no longer able to keep up with the demand for servicing the ever-increasing number of cars on the road; filling stations began to take up the slack. Oil companies and individual owners alike added grease pits, set aside space for repairing flat tires, and began to stock a variety of routine replacement parts such as bulbs and batteries. This changeover was encouraged by trade publications such as *Motor Age*, which urged its subscribers to become "Community Service Stations" where the "the Tire Shop, the Battery Station, the Mechanical Shop, the Greasing Rack, the Automobile Laundry, and the Gas Station Combined to Help Each Other." By the late 1920s, the gas station was evolving into a hybrid of filling station and repair garage, and the neighborhood service station was born (Liebs, p. 102).

By 1925, most gasoline stations were equipped with grease pits and car washing floors. After 1925, hoists replaced grease pits. It was common for an existing station to add one or more covered bays to accommodate lubrication and car washing services; new stations were built with bays to provide these and other services (Jakle, pp. 528-529).

And by the dawn of the depression, many changes also came to marketing and gasoline station function. As gas revenues deteriorated during the depression, many operators increasingly relied on income from repair services and expanded their product lines, becoming increasingly positioned in the sale of tires, batteries and accessories (in the trade, "TBA").

With their experience in the gasoline and automotive business, Herman and Rudy Gloe no doubt recognized industry trends in marketing and took practical approaches to the form and function of their new gasoline station. When construction was announced, the local paper described the new business as the "super-service type" (Wood River Sunbeam, May 18, 1933). The station featured a service bay and hoist, pronounced upon its completion as "a modern grease and wash room" (Wood River Sunbeam, June 29, 1933). A variation of the service bay was the placement of garage doors at each end, accommodating the movement of cars in and out of the service bay, probably a response to the building's small, triangular tract and proximity to access roads.

In addition to a profitable line of services made possible by the addition of a service bay to the station's design, the Gloe brothers offered a product line consisting of tires, oil, and automotive accessories. Projecting windows on the front of the building served to display their merchandise. A small storage room, entered from either the office or the service bay, held a small inventory of products. The building, therefore, represents all of the influences the Gloe brothers and countless other stations recognized by repositioning their products and services in response to the depression.

Eventually, however, operators found that the older stations could not accommodate the floor area, lighting, or display for their expanded lines. The era of the vernacular gasoline station began to wane in the 1940s, punctuated by World War II. The period of significance for this property (1933-1939) reflects this trend. Gasoline chains began demanding uniform station design and prohibited one-of-a-kind stations. "The oil industry calculated that uniform designs would enable the passing motorist to recognize a particular brand at a glance and, hopefully, the products and service would deserve renewed patronage" (Sculle, p. 58). There was also a question of overall image of the products and services being promoted under the name of the oil companies:

To meet these challenges, by the mid-1930s oil giants from Shell and Texaco to Socony were developing a range of new station prototypes, with the help of architects and industrial designers. These prototypes spawned a generation of gas stations designed to showcase everything from tires to motor oil, provide better service bays, and above all to present a fresh and modern corporate image to the traveling

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public. Toward the end of the decade, domestic gas-station imagery was being edged out by the architectural vocabulary of the International Style and the Streamline Moderne. The white, enameled-metal "oblong box" with large display window, housing an office, service bays, storage space, and restrooms under one broad, flat roof, became *de rigueur* in service-station fashion—a functional costume that would continue to be popular for the next quarter of a century (Liebs, p. 104).

By evaluating the distinctive features and characteristics of the Gloe Brothers Service Station as it was built in 1933 and as it stands today, the elements of its type, form and former functions are represented. As a type, the building retains all the elements of a cottage-style "house with bay." The T-shaped plan reinforces the elements of the office area ("house") and the service bay ("bay"). Although the interior plan of the office area has been reconfigured, the interior floorplan remains evident, including former restroom locations, now consolidated into one accessible restroom and the exterior door to the former women's restroom. The former storage room with door entering the service bay has, however, been replaced by a teller's workstation. The service bay, an important element designed as part of the original building remains as built, complete with garage doors. The drive-through bay now accommodates drive-in bank services for motorists, functioning in a manner as originally designed. The original hoist, however, was removed when the building was placed on a new foundation.

The building clearly displays its original form (office and attached service bay) and its former functions representing the evolution of the gasoline station. The building's construction date – 1933 – coincides with the period when gasoline stations were evolving into a hybrid of filling station and repair garage. Its design reflects the reaction of gasoline stations to depression-era business practices and marketing. Related interior and exterior integrity is accordingly reflected in the building today. Additionally, although the building has been reoriented by 90 degrees, it still retains its important physical association with the highway, invoking justification under Criterion Consideration B, as follows.

CRITERIA CONSIDERATION B

In the course of the building's rehabilitation, it was deemed necessary to reorient the building on its site. The limited site and access from adjoining roadways could not accommodate the movement of automobiles for its proposed reuse as a drive-in bank facility. Criteria Consideration B: "Moved Properties" was applied to relocation of the building on its site. The move entailed the repositioning of the building 90 degrees on the site. To retain its eligibility, the following considerations were applied. First, the moved property is significant under Criterion C and retains enough historic features to convey its architectural values and retain integrity of design, materials, workmanship, feeling, and association. Second, the property retains its orientation, setting, and environment on its historic site, primarily its orientation to the Lincoln Highway.

Postscript

Rudolph Gloe sold the station in 1944. John Collins, a former defense worker at the Cornhusker Army Ammunition Plant in Grand Island and the Hastings Naval Ammunition Depot, began operating the station as "Collins Modern Service" in November 1945, purchasing the property in 1947:

He found the station well suited as he had worked in previous years for the Standard Oil Company as a bookkeeper . . . Every day John opened (the) station at 8:00 a.m. . . . locking up at 10:00 p.m. Without help he remained on duty all day. . . His shop became the headquarters of railroad employees who hung around, told stories, kidded each other, and kept abreast of the times . . . (The) business had become a family affair, which included help from his sons when they were ready (Moyer).

The Collins family operated the business until 1969 when John retired. Local institutions such as the Collins station were disappearing from the roadside landscape. Modern Interstate 80, which roughly parallels the old Lincoln Highway through Nebraska, bypassed the towns and commercial operations that once serve motorists.

The Collins station remained closed for the next 30 years. Upon the death of John Collins, his wife, Marie, and children deeded the property to the Bank of Wood River in 1999. The old station was identified in a routine review of the bank's application to the Federal Deposit Insurance Corporation to construct a facility at the location. At that time, the State Historic Preservation Office evaluated the gasoline station for the National Register of Historic Places. After entering into consultation under Section 106 of the National Historic Preservation Act, the property was proposed for a certified rehabilitation as a drive-in facility for the Bank of Wood River. Preservation and naming of the facility as the Collins Point Branch of the Bank of Wood River will commemorate the Collins family and the station will serve in a new era of roadside commerce.

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Verbal Boundary Description

A tract of land comprising All of Lots 13, 14, 15, Bretts Addition to the City of Wood River, Nebraska, EXCEPTING THEREFROM that part purchased by the State of Nebraska, and recorded in Deed Record Book, 71, Page 68, and that part of Lot 15 more particularly described as follows: Beginning at the northeast corner of Lot 15 Bretts Addition, thence running westerly along the north line of Lot 15, a distance of 74.6 feet to the ACTUAL point of beginning; thence continuing westerly along the north line of Lot 15, a distance of 169.07 feet; thence deflecting left 90°35'25" and running southerly a distance of 61.82 feet, to a point on the northerly right of way line of State Highway No. 30 as purchased by the State of Nebraska and recorded in Deed Record Book 71, Page 685; thence deflecting left 109°33'45" and running northeasterly on the northerly right of way line of State Highway No. 30, a distance of 179.42 feet, to the ACTUAL point of beginning.

Boundary Justification

The nominated property includes the entire parcel historically associated with the Gloe Brothers Service Station.

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The following information applies to all photographs:

Gloe Brothers Service Station
Wood River (Hall County), Nebraska
Photographs by Melissa Dirr, Nebraska State Historical Society
April 2000
Negatives on file at the Nebraska State Historical Society, Nebraska Historic Buildings Survey

Photograph 1 of 5
View looking southwest

Photograph 2 of 5
View looking southwest (U.S. Route 30, old Lincoln Highway to left)

Photograph 3 of 5
View looking northwest (U.S. Route 30, old Lincoln Highway in foreground)

Photograph 4 of 5
View looking north

Photograph 5 of 5
View looking northeast (U.S. Route 30, old Lincoln Highway in foreground)