

683

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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" on the appropriate line or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name VAN MAREN, HENRY AND JOHANNA, HOUSE-DIAMOND FILLING STATION
other names/site number Diamond Oil Service Station; Pella Travel

2. Location

street & number 615 Main Street N/A not for publication
city or town Pella N/A vicinity
state Iowa code IA county Marion code 125 zip code 50219

3. State/Federal Agency Certification

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

Barbara A. Mitchell DSHPO April 24 2008
Signature of certifying official/Title Date

STATE HISTORICAL SOCIETY OF IOWA
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 the property is :

- entered in the National Register.
 See continuation sheet.
- determined eligible for the National Register
 See continuation sheet
- determined not eligible for the National Register
- removed from the National Register.
- Other, (Explain)

Signature of Keeper

Date of Action

Jana McAllister

7/10/08

Henry and Johanna Van Maren House-Diamond Filling Station
Name of Property

Marion County, Iowa
County and State

5. Classification

Ownership of Property
(Check as many lines as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one line)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
<u>1</u>		buildings
		sites
<u>1</u>		structures
		objects
<u>2</u>		Total

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

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

DOMESTIC/single dwelling

TRANSPORTATION/road-related (vehicular)

Current Functions
(Enter categories from instructions)

DOMESTIC/single dwelling

COMMERCE/TRADE/organizational

7. Description

Architectural Classification
(Enter categories from instructions)

MID-19TH CENTURY

OTHER/I-House, Filling Station

Materials
(Enter categories from instructions)

foundation Stone

walls Brick

Wood

roof Asphalt

other _____

Narrative Description

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

Henry and Johanna Van Maren House-Diamond Filling Station
Name of Property

Marion County, Iowa
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" on one or more lines 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" on all the lines 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 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.

Areas of Significance

(Enter categories from instructions)

TRANSPORTATION
ARCHITECTURE

Period of Significance

1928-circa 1955

Significant Dates

1928

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

Architect/Builder

Unknown

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

9. Major Bibliography 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):

- previous determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Record
- designated a National Historic Landmark
- recorded by American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State Historical Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository

Henry and Johanna Van Maren House-Diamond Filling Station
Name of Property

Marion County, Iowa
County and State

10. Geographical Data

Acreeage of Property Less than one acre

UTM References

(Place additional UTM references on a continuation sheet.)

1 | 15 | 5 | 06995 | 4583550 |

Zone Easting Northing

2 | | | | |

Zone Easting Northing

3 | | | | |

Zone Easting Northing

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 William C. Page, Public Historian
organization Wayne D. Stienstra date October 30, 2006
street & number 520 East Sheridan Avenue (Page) telephone 515-243-5740; FAX 515-243-7285
city or town Des Moines state Iowa zip code 50313-5017

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 SHPO or FPO.)

name Wayne D. Stienstra
street & number 1019 Park Lane telephone 641-628-2973
city or town Pella state Iowa zip code 50219

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine 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 (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including 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 Projects (1024-0018), Washington, DC 20503.

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National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
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CFN-259-1116

Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

The Henry and Johanna Van Maren House-Diamond Filling Station is situated in two parcels of Lot 1 in Block 48 of the original plat of Pella, Iowa. One parcel measures 54 x 50 feet in the north half of the lot, and another parcel measures 10 x 50 feet in the south half of the lot. The east façade of the house has a deep setback from the public right-of-way. The house is situated on the southwest corner of Liberty and South Main Streets. Liberty Street is a hard-surfaced, brick street in this location. A concrete driveway leads from approaches on Liberty and South Main Streets to the front door of the house, which faces to the east. Public parking lots are located nearby to the west and south. The site stands about 880 feet above sea level and is nearly level.

The building's surroundings are densely built up with improvements. A 1-story, brick, ranch-style house with a frame garage is situated at 703 Liberty Street, directly west of the property. A 1-story frame house is situated directly to the south at 613 Main Street. Pella's Central Park (or public square) is located one block to the north. The city's central business district surrounds the park and the block between the house and park serves commercial purposes. The Pella Public Library is located at 603 Main Street south of the building with a parking lot intervening. Pella City Hall and the Pella Fire Station are located directly across South Main Street from the Van Maren House. The Molengracht, a recently constructed shopping mall and hotel, stands on the northeast intersection of South Main and Liberty Streets, diagonally across from the property. A wood sign, recently erected, is situated in front of the building. It reads "Historic Pella Trust" and "Pella Community Foundation," organizations which now lease portions of the building's first floor.

GENERAL DESCRIPTION

Originally built circa 1877, the Henry and Johanna Van Maren House-Diamond Filling Station is a, 2-story, brick, single-family dwelling converted in 1928 into a filling station. This conversion and the property's use as a filling station are what make it historically significant.

The conversion included the construction of a 1-story canopy, attached to the front facade of the main block, a concrete pump island under the canopy, and a vehicular drive, which loops under the canopy to provide access to two streets.

The property possesses two resources. The main block, including the canopy and the pump island, is counted as one contributing resource and classified as a building. The vehicular drive is counted as one contributing resource and classified as a structure.

Several additions to the main block were later constructed and post-date its period of significance. The table on the following page lists them:

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Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

LATTER DAY ADDITIONS TO MAIN BLOCK

<u>Name</u>	<u>Date of Construction</u>	<u>Impact</u>	<u>Notes</u>
Enclosed Staircase & Addition	c. 1956	Minimal	Frame, located on west elevation at rear of main block
Canopy Addition	c. 1956	Visible	Frame, 1-story above canopy
Carport	c. 1975	Minimal	Mixed materials, located on south elevation, easily reversible

Although the addition over the canopy is quite visible, its footprint corresponds to that of the original canopy roof and does not overpower the roof of the main block.

HOUSE/FILLING STATION

The Henry and Johanna Van Maren House-Diamond Filling Station is a landmark in Pella. The building began as a single-family dwelling, constructed by Henry and Johanna Van Maren for their family and for Henry's agricultural implement business. According to a typology of early brick residences in Pella previously developed for National Register nominations, the Van Maren House is a Type 3 property. (Page 2001: 8/14-8/15; Page 2003: 8/11-8/13)

Until the opening of a new, divided highway bypass through Pella, the property stood on a highly visible intersection with Iowa Highway 163 through the community. When converted into a filling station, the red brick house was painted creamy yellow with red trim. The building subsequently served a variety of commercial purposes, including a travel agency, realtor office, and potter's studio. When the present owner acquired the building in 2005, he repainted it in the filling station colors, which elicited widespread, favorable comment among local residents.

Main Block

The footprint of the main block is rectangular and measures 40 x 18 feet. The house rests on a stone foundation and is built of brick laid in common bond with six courses of stretchers to one course of headers. A stone water table surrounds the building. The front facade of the main block features five bays with a central doorway on the first floor flanked by windows. A steeply pitched, side gable roof covers the main block.

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Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

The building's front entrance is nicely detailed. It features a door, transom, and sidelights inset about 14 inches from the face of the building. The depth of this inset is indicative of the thickness of the building's brick walls. Three wood panels on each side of the sidelights and two panels above the transom clad the setback area. Four poured concrete steps, constructed for the 1928 conversion of the building, lead up to the front door. The bottom step stretches all across the front facade of the building. A metal pipe serves as a handrail to the front door. The bent, curved corner of this pipe is suggestive of streamlined styling.

The fenestration of the main block is a chief architectural feature of the building. The windows are tall and narrow, and many of them are original to the house. The windows on the first and second floors are 4/4 double-hung sash. The first floor windows are original to the building, some having been transferred from the second to the first floor in 2005. New windows with configurations conforming to the originals were installed in the second floor at that time. The north elevation features a symmetrical arrangement of windows, consisting of two windows each on the first, second, and attic stories. The north gable end of the building features two semi-circular windows with louvered openings. These windows are situated directly above the windows on the first and second floors. The south elevation features an asymmetrical arrangement of windows. One window is located on the first floor, while two windows (the western one foreshortened) are located on the second floor. The south gable end of the building features two louvered windows. In contrast to the north elevation, these windows are rectangular in shape.

On the north and south elevations, tie rods are situated between the first and second stories and above the second story windows, terminated with star shaped plates.

Stone is extensively employed in the main block, including lintels, sills, water table, and quoins. The lintels lie flush with the walls of the building, while the sills project about 1-1/2 inches from them. The stone used for quoins is beveled and finished with a smooth face. The water table is rough faced.

A side gable roof covers the main block, clad with recently installed asphalt shingles. This roof is moderately steep. The house originally featured two interior brick chimneys placed at the ends of the north and south elevations. Both chimneys are nonextant. Their reconstruction would improve the appearance of the building.

Rear Additions

Over the years, a succession of frame wings have been attached to and subsequently removed from the main block. Fire insurance maps picture this succession of additions. None of these additions is extant. The frame wing shown on the 1911 fire insurance map of the property (see Continuation Sheet 7-9) is likely the one mentioned in a 1928 lease agreement between John W. and Cordelia Vander Linden and Mid-Continent Petroleum Corporation for the latter's use as a filling station. This lease included the land:

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Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

together with the improvements now thereon except 2nd floor of brick and frame addition and the improvements thereto hereby agreed to be made by lessor at his own cost and expense and in full accordance with drawing etc. etc. (Abstract of Title #7540 – 10)

The two rear additions now attached to the main block post-date the 1928 conversion of the property into a filling station. Their dates of construction post-date World War II.

The smaller of the additions provides an enclosed staircase to the second floor of the main block.

The larger addition is two stories and possesses one room on the first floor and one room on the second floor. (See Continuation Sheets 7-14 and 7-15.) This addition measures 8 x 21 feet. An outside entrance to it is located on its north elevation. Today, a sign above it reads "Earthman Pottery." Although both of these additions post-date the construction of the main block by many years, they are not intrusive to its front facade or its north facade, situated, as they are, at the rear of the block.

Pump Island and Canopy

A gasoline pump island and a canopy, which covers it, are attached to the east elevation of the main block. The construction of these additions dates to 1928, when the main block was converted from a single-family dwelling to a filling station. An unsigned architect's drawing, dated May 21, 1928, provided the design for this conversion. (See Continuation Sheets 7-16 and 7-17.)

The pump island is located between two columns, which support the canopy. The island consists of a poured concrete platform, which rises about five inches above grade and measures about 25 x 2.5 feet in length and width.

This platform provided a base for the pump island's three gas pumps. Although these pumps are nonextant, round holes, now filled with concrete, remain visible where they once stood. Both ends of the island are arrow-shaped, resembling ice-guards on bridge piers, to deflect rogue vehicles and protect the pumps from damage.

The canopy is rectangular in plan view and is supported by two columns and an attachment to the front facade of the house. The columns are square in section and rest on concrete footings and plinths. The lower portion of the columns is faced with brick. Stucco clads the top portion. The stucco flares outward where it joins the brick. The columns support a flat roof over the driveway beneath it. A series of incandescent light bulbs is fixed under the roof's soffit and date to the 1928 conversion. They remain operable.

When originally built, this canopy featured a front gable roof with half-timbering in its gable end. (See Continuation Sheet 7-11.) This design was altered circa 1956, when a second story room, covered with a flat roof, replaced this gable. The room features a picture window flanked by 4-paned windows on the north, east, and south elevations. Metal cover-up siding currently clads the room.

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Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

Carport

A 1-bay carport, dating to circa 1975, is situated on the south elevation of the main block. It features metal pipe columns, a shed roof, and partial walls of corrugated metal and plywood, and measures 8 x 17 feet. Because this carport is situated close to the house at 613 Main Street, it does not detract from the front facade of the historic property.

Interior

The interior of the main block features a modern floor plan. The house originally possessed a central hall and staircase, flanked on each side by one room. A 1928 plan to convert the building into a filling station recommended the subdivision of the north room on the first floor into two rooms, with the northwest room to become a toilet room and its window converted into an outside door. (See Continuation Sheet 7-16.) This recommendation was not implemented. An original fireplace surround, dating from the 1870s, remains on the north wall of the first floor's north room. This surround is of iron painted in faux marble.

The second floor of the main block is likewise a modern alteration. It is thought that the original floor plan featured a central hall flanked on each side by a bedroom. Today, the floor plan includes a narrow room at the top of the staircase, a living room, bedroom, kitchen, and sitting room above the canopy over the first floor driveway. The sitting room is particularly inviting because of its view to downtown Pella and street activity on South Main Street.

FILLING STATION DRIVE

A concrete drive loops under canopy and provides vehicular access to the gas pumps from Main Street and Liberty Street. This drive was constructed in 1928 as part of the property's conversion as a filling station. The plan for this drive was included in the architect's design for the property's adaptive reuse. (See Continuation Sheet 7-17.) The drive is a separate resource, classified as a structure, and counted as one contributing resource.

INTEGRITY

The Henry and Johanna Van Maren House-Diamond Filling Station possesses a high degree of integrity from its 1928 conversion.

The filling station's original site and setting have been preserved intact.

The building materials and workmanship of the filling station remain original, including the poured concrete pump island and driveway approaches, essential features of this property type. Although the second floor addition above the canopy is visually distracting, its presence likely ensured the

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Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

preservation of the filling station canopy and pump island. The room above the canopy added utility and value to the rental apartment on the second floor. Without this value, subsequently owners of the property would likely have removed the canopy and pump island as redundant and unsightly. Instead, these features, along with the site plan for the property as a filling station, have been preserved and lend themselves to the interpretation of the property as an early gas station.

While it is true that both of the main block's brick chimneys have been removed, these chimneys should not be considered essential features of the building's architectural design. The reconstruction of these chimneys would improve the appearance of the building but would not increase its integrity.

The property's feeling and association with its historic events remain intact. Those individuals involved in these events would immediately recognize the building as it appears today.

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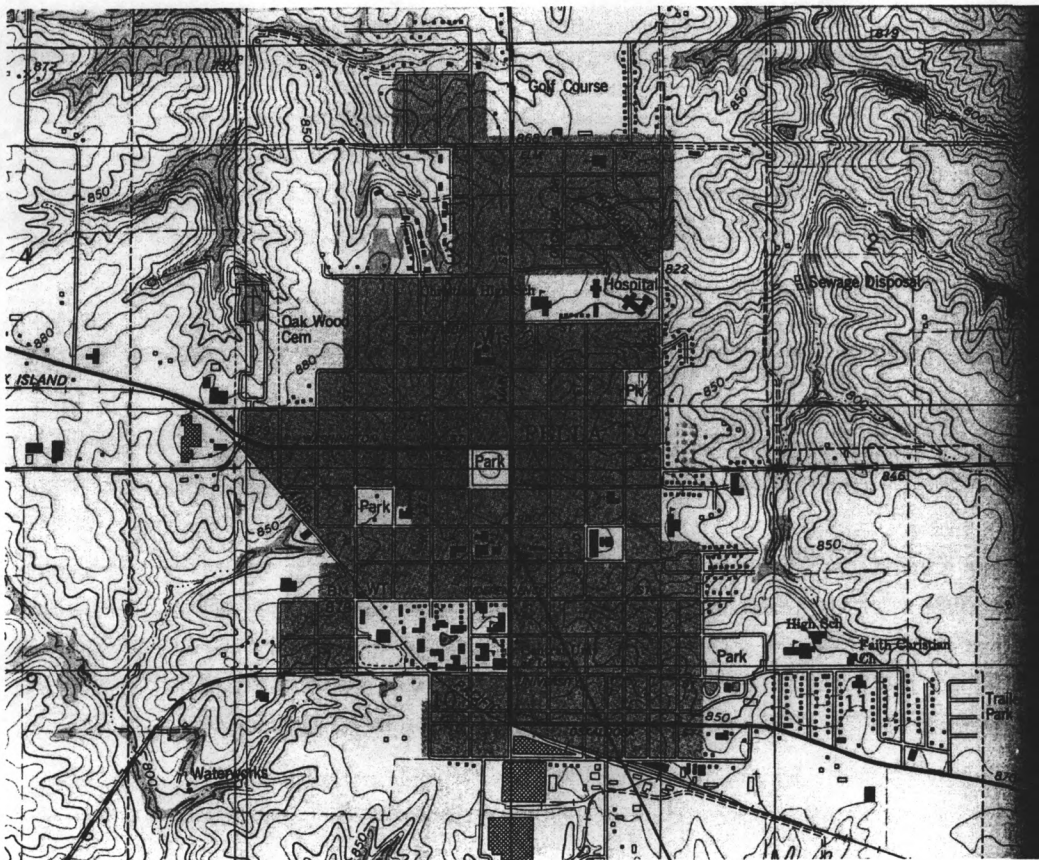
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Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

SITE MAP

ARROW LOCATES PROPERTY



Source: U.S.G.S. Map (7.5 Minute Series), Pella, Iowa, Quadrangle, 1980.

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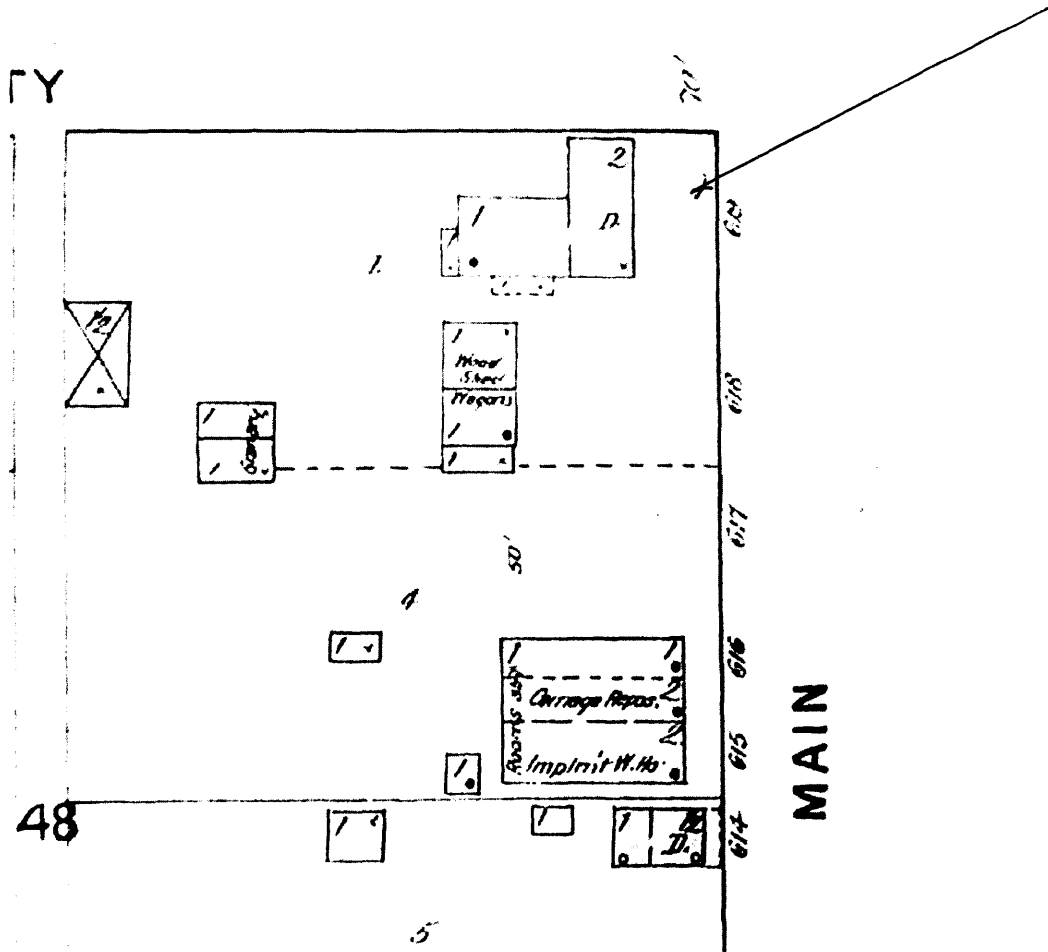
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Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

FIRE INSURANCE MAP

1895



This map pictures the layout of the Van Maren property as a fully developed carriage and implement business. The property fully occupies the entire northeast quarter of Block 48 in Pella's original plat. In addition to the Van Maren House, the property contains a carriage repository, implement warehouse, wood shed, barn, and other smaller structures. The house is shown with a large, 1-story frame wing attached to its west elevation but with no front porch.

Source: Sanborn Fire Insurance Map Company, 1895.

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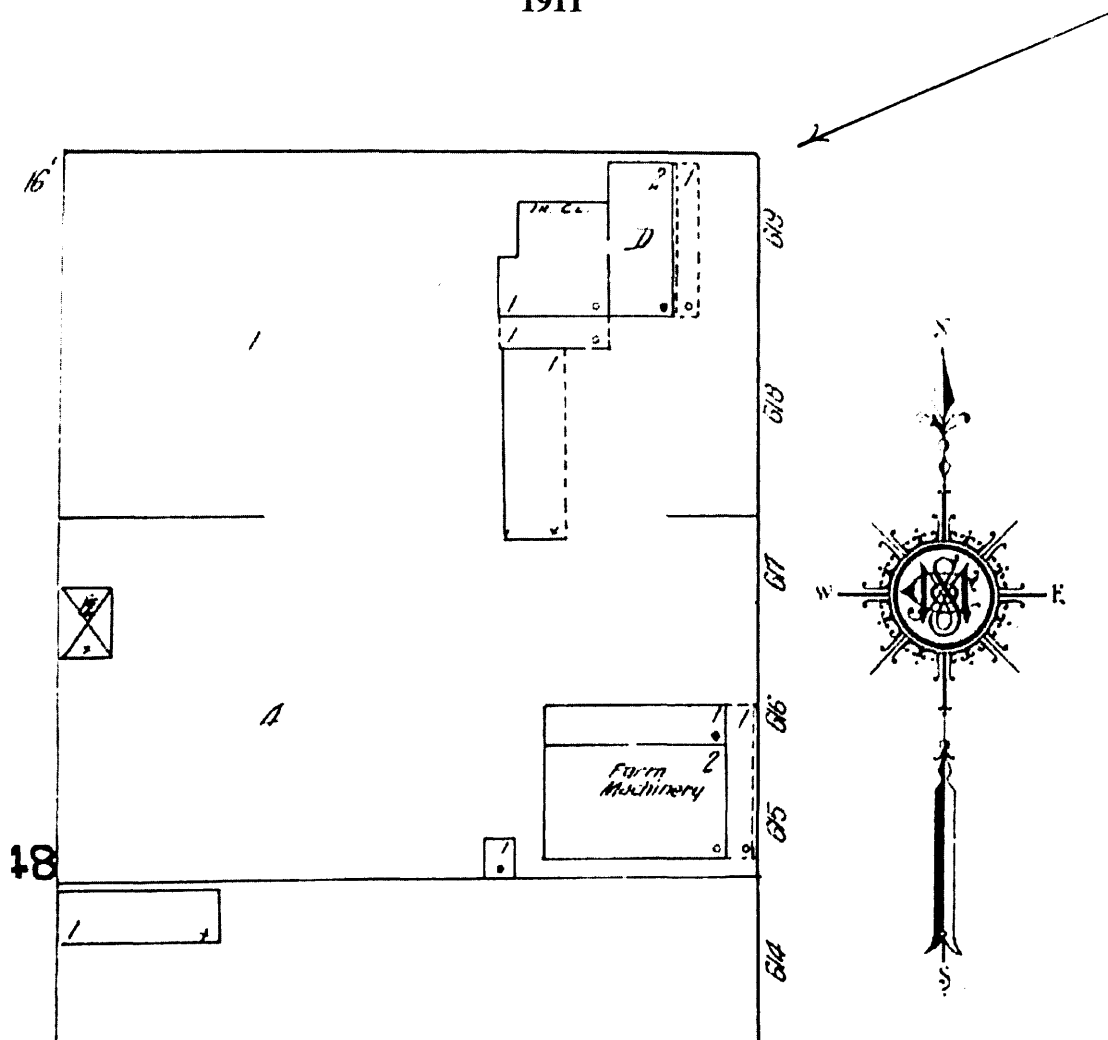
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Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

FIRE INSURANCE MAP

1911



This map pictures a reduced number of buildings associated with Henry Van Maren's business operation, as compared to the 1895 map. Considerable alterations are shown to the Van Maren House, including a full-length porch across the facade, an expanded rear wing, and a long porch to the south.

Source: Sanborn Fire Insurance Company, 1911.

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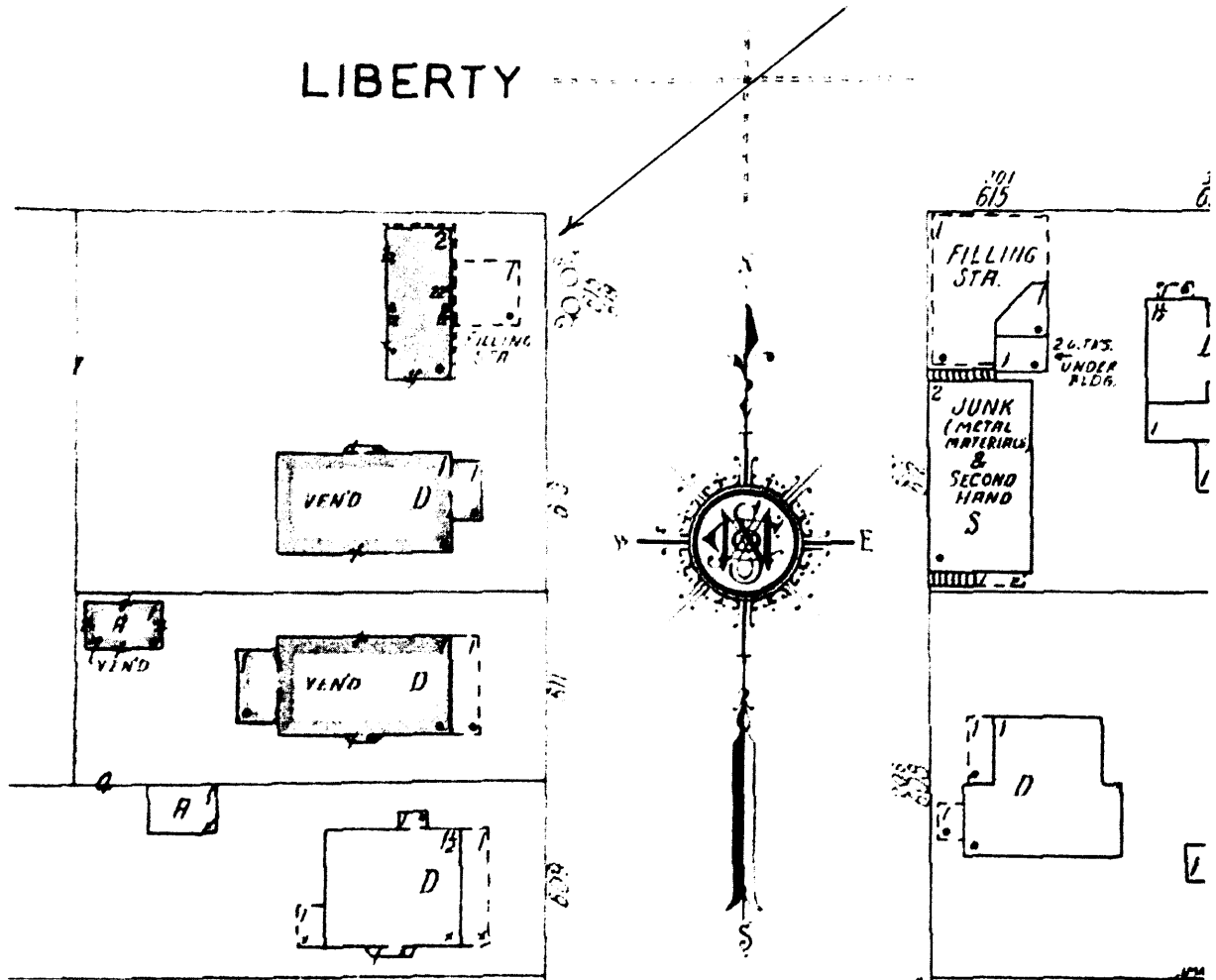
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Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

FIRE INSURANCE MAP

1931



This map pictures the Van Maren property subdivided and a new house constructed at 613 Main Street. All traces of the Van Maren business have vanished, and the house itself has been converted into a filling station.

Source: Sanborn Fire Insurance Company, 1931.

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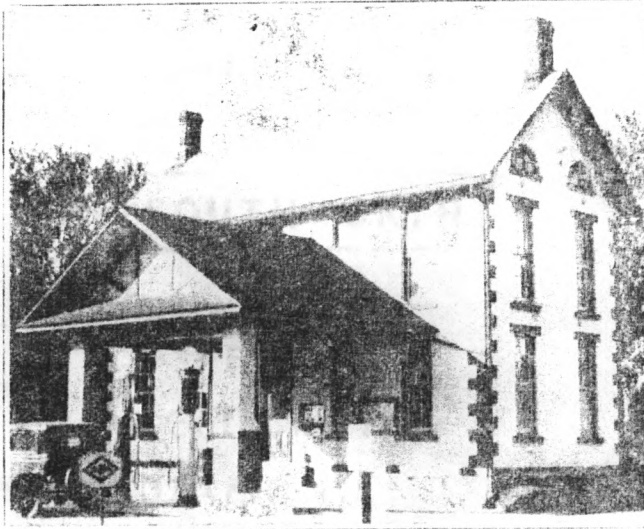
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Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

HISTORIC PHOTOGRAPH

CIRCA 1928



Diamond Oil Station

This historic photograph pictures the building soon after its conversion to a filling station. The contrast between the Diamond Oil Company's corporate colors on the building—red and yellow—is discernable even in this black and white photo. A free-standing company sign with the diamond logo is visible in front of an automobile in the left foreground. Although the roof of the drive-under canopy has been replaced, the service area beneath it remains intact, including incandescent light bulbs under the soffit.

Source: Wayne D. Stienstra.

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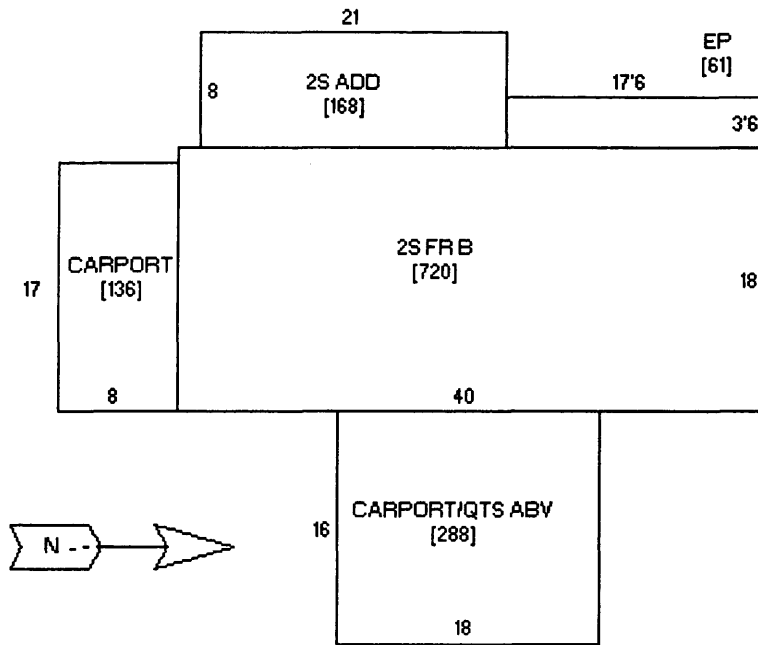
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Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

FOOTPRINT OF BUILDING

2006



Note that north lies to the right on this plan. The enclosed porch (EP) noted in the upper right-hand corner is actually a flight of stairs to the second floor of the building.

Source: Marion County Assessor's Office, 2006.

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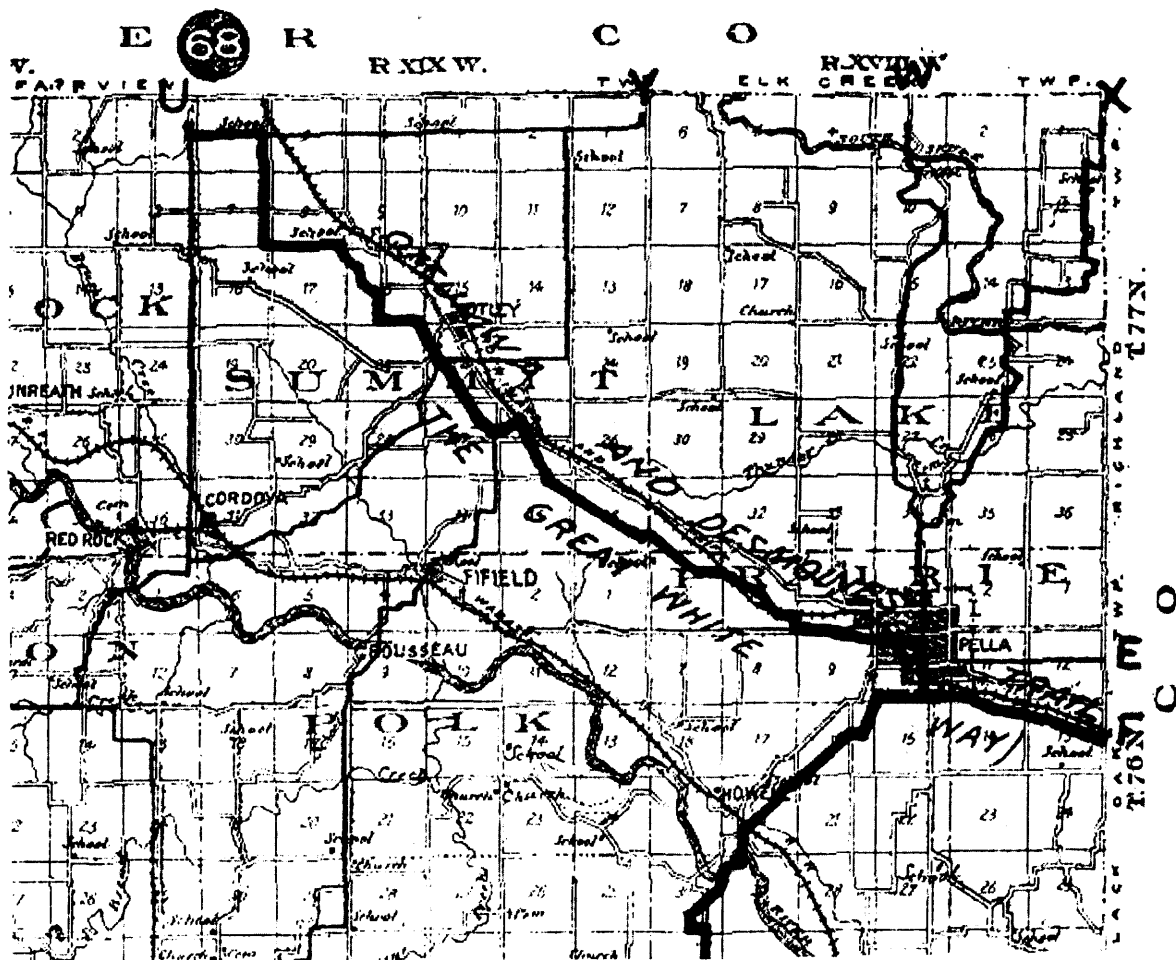
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Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

THE GREAT WHITE WAY

1913



Also called the "Ottumwa and Des Moines Trail" on this map, the Great White Way ran from the Mississippi River at Davenport, Iowa, to Des Moines. The route through Pella ran along Oskaloosa, South Main, and West Washington Streets. In Pella, the route provided an ideal location for filling stations, including those of the Diamond Oil Company at 615 South Main and the Texas Company at 1305 West Washington Street (NRHP).

Source: Huebinger's Pocket Automobile Guide for Iowa, p. 81.

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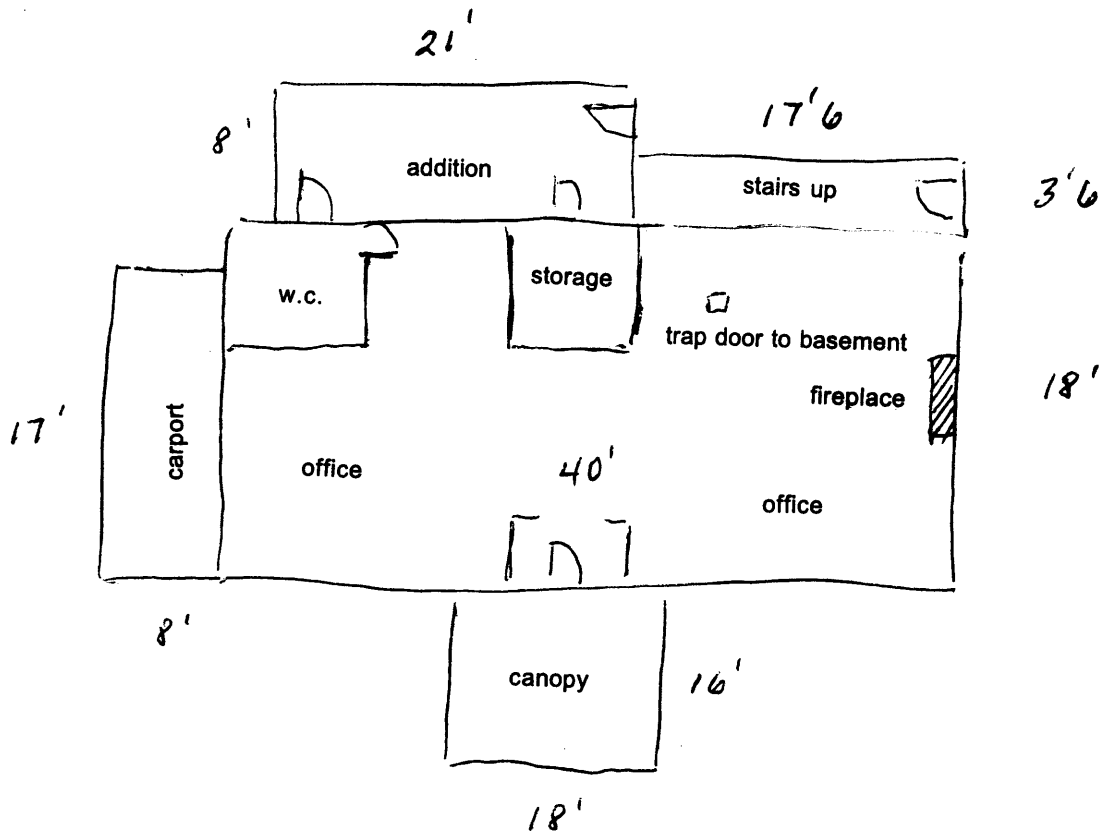
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FIRST FLOOR PLAN



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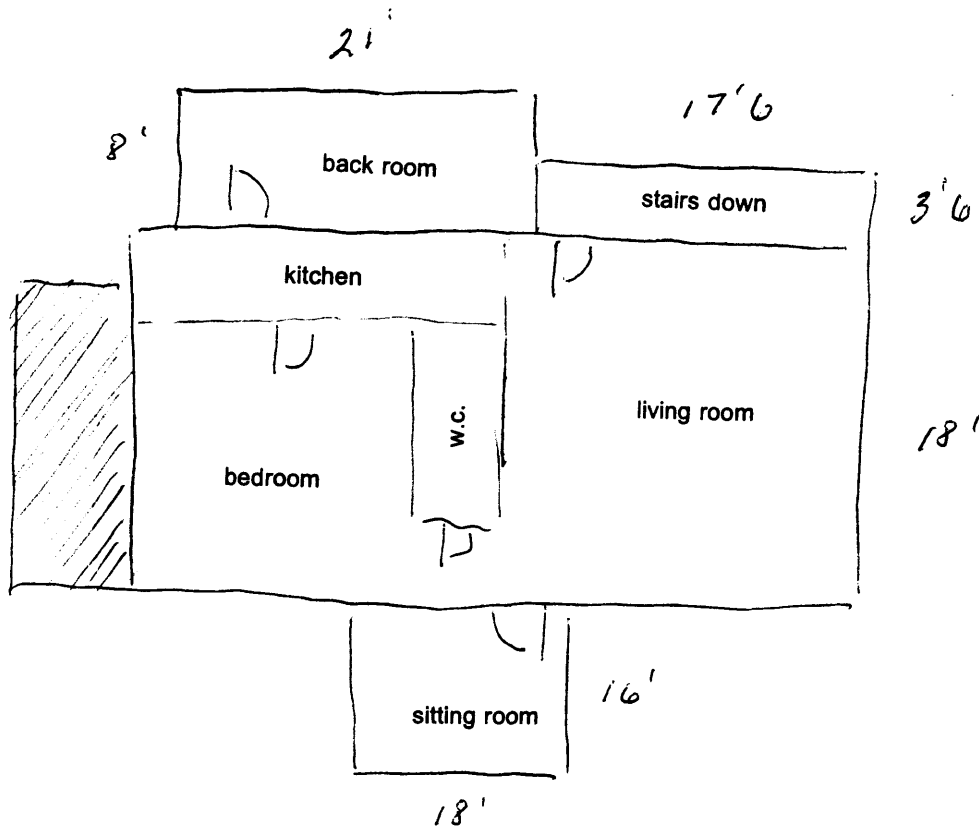
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SECOND FLOOR PLAN



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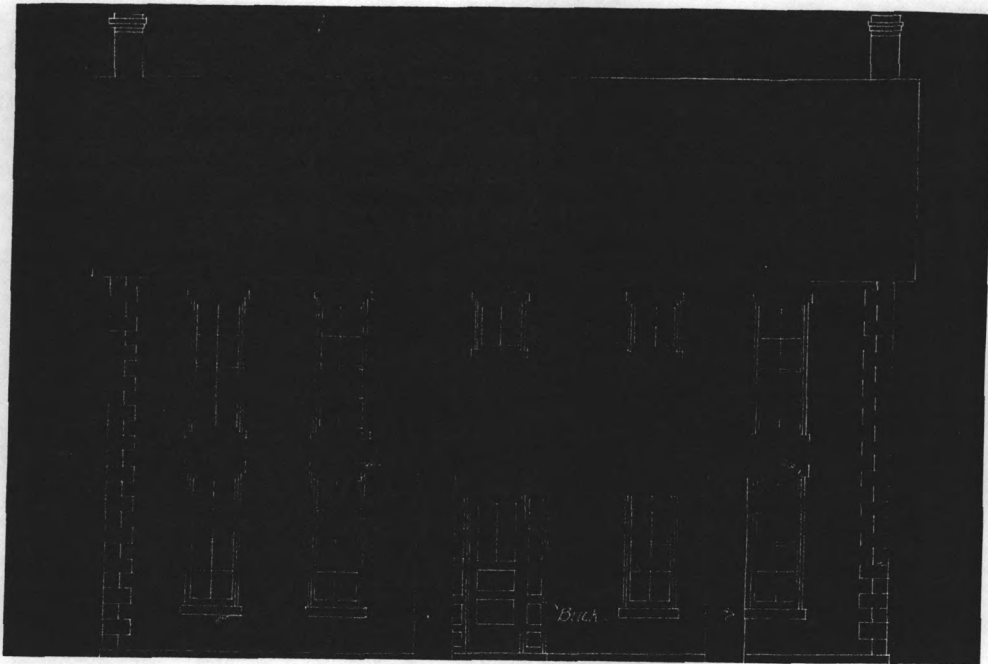
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Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

ARCHITECT DRAWING

1928



This architect drawing of the east elevation of the Van Maren House shows the proposed canopy for the building's conversion into a filling station.

Source: Wayne D. Stienstra, 2006.

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Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

ARCHITECT DRAWING

1928



This architect drawing provided a site plan for the property's conversion into a filling station, including measurements for its vehicular approaches and the pump island.

Source: Wayne D. Stienstra, 2006.

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Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

SUMMARY OF SIGNIFICANCE

Completed and first occupied as a single-family dwelling circa 1877, the Henry and Johanna Van Maren House-Diamond Filling Station is locally significant, under National Register Criterion A, because of its associations with transportation and roadside commerce. Remodeled as a filling station in 1928, this building and its location show how the automobile changed patterns of retailing in Pella. Although no longer used as a filling station, the property retains its vehicular approach drives, pump island, and canopy, replete with working electric lights.

The Henry and Johanna Van Maren House-Diamond Filling Station is locally significant under National Register Criterion C. The 1928-remodeled building is an outstanding example of an historic adaptive reuse, which illustrates the essential elements of a filling station, an early architectural form, which soon expanded into that of the service station.

The period of significance, under Criterion A, is 1928-circa 1955, the historic period, when the building served as a filling station. The year 1928 is a significant date because it marks the beginning of this use.

The property contains two resources for this nomination, the building itself, which is counted as contributing and classified as a building, and the concrete vehicular drive, which is counted as contributing and classified as a structure.

PROPERTY'S EARLY HISTORY

Henry Van Maren (1836-1923) and Johanna Van Maren (d. 1912) built this property circa 1877. Both were first generation immigrants to Pella, Iowa, from the Netherlands.

Henry came along with his parents and other Dutch settlers to Pella in 1847 to escape religious persecution. In the 1840s and 1850s, successive bands of Dutch immigrants settled in Marion County, Iowa, under the leadership of Domine Henry P. Scholte, their religious and political leader.

According to one local history, Van Maren was

Wagon and carriage-maker, and agent for McCormick reapers and harvesters, also for B. D. Buford's plows, of Rock Island, and Furst & Bradley of Chicago. Is one of Pella's representative business men. He was born in the Netherlands on the fifteenth day of May, 1836, and in 1847 emigrated with his parents to America and settled in Marion county. His father commenced the manufacture of brick, and the son worked at this business and farming until twenty-three years of age, and then learned the trade of blacksmith. After working at the business for two years he commenced business for himself, and an incident in his experience is worthy of mention. The first customer he had after he commenced business is still one of his best patrons. Mr. van [sic] Maren is a good type of one of Iowa's self-made men. He commenced life without means. His capital was his trade, his

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Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

health and his hopeful heart, and he is a good illustration of what an industrious man can accomplish by giving his time to one subject, and bending his energies in one direction, and his character as a business man may be inferred from the success which has attended his career. He married Miss Johanna Dunik in 1859. She was also born in the Netherlands. Their family consists of six children: John, Johanna C., Newton, Ira, Henrietta and Mary. (*Souvenir History of Pella, Iowa*, n.p.)

In 1862, the Van Marens purchased, under Johanna's name, the land on which the Van Maren House stands from H. D. Van Dam. Jacob Maasdam, a key figure in the religious history of Pella, had previously owned the property, purchased by him from Henry P. Scholte in 1856 for \$50.00. Jacob's widow had sold it to Van Dam in August of 1862 for \$50.00. Three days later, Van Dam sold the property to the Van Marens for \$175.00. (*Abstract of Title*, Warranty Deed dated August 23, 1862) The price is indicative of an unimproved lot.

In addition to living on this site, Henry conducted his farm equipment business from it, as described above. An 1895 map of Pella (see Continuation Sheet 7-8) pictures this business, likely near its height. The business spread over the entire quarter block property and included the Van Maren House. A later historic map, dated 1911, pictures the property at the time Van Maren was about 75 years of age and shows considerably reduced business activity, if any, on the site. (See Continuation Sheet 7-9.) In contrast, the Van Maren House had gained several additions since 1895.

Johanna Van Maren died in 1912. She had remained the sole titleholder of the property since she and Henry, her husband, had purchased it in 1862. Upon Johanna's death, this title passed to Henry. He died in 1923, and the title passed to his two daughters. Then, on September 18, 1928, the two sisters transferred the title of the property to Cordelia Vander Linden. (*Abstract of Title*: 18) John Vander Linden, Cornelia's husband, subsequently operated the property as a filling station. Following John's death, Cornelia transferred the title of the property to W. L. Bean on December 27, 1967. When Bean died in 1979, the property passed to Harriette Bean, his wife, who sold it to Elsie Lucille Crawford in 1980. The present owner purchased the property from Crawford in 2004. The Vander Lindens' nearly 40-year ownership and operation of this property as a filling station firmly associated this commercial use of it within the Pella community.

TRANSPORTATION

The Van Maren House-Diamond Filling Station is historically significant because of its associations with transportation in Pella. The building calls attention to the emergence of roadside commerce in the late 1920s along Iowa 163, an important highway between southeast Iowa and Des Moines.

Background

In 1928, John W. Vander Linden and Cordelia Vander Linden, his wife, leased the property to Mid-Continent Petroleum Corporation of Tulsa, Oklahoma. The terms of the lease and option stipulated that

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it would begin at 12:00 noon on June 1, 1928 and end at the same hour on June 1, 1933—a period of five years. This was the standard period of time for oil companies to lease for service stations. The contract set the annual rent at \$1,020.00.

The parcel leased by Mid-Continent was smaller than that actually owned by the Vander Lindens. In its lease agreement with the Vander Lindens, Mid-Continent included provisions to protect its corporate interests, stipulating that:

Lessor shall not, either directly or indirectly, erect, construct, maintain or operate, or permit the erection, construction, maintenance or operation of a motor vehicle service station, nor sell or permit the sale of motor fuel and other merchandise customarily handled by such service stations on any of the premises immediately adjoining and/or within 300 feet of the leased premises which may now be owned or controlled by Lessor; nor construct or erect any buildings or other structures upon any such adjoining premises which will be closer to any street upon which the leased premises abuts than the service station building upon said leased premises. (Abstract of Title #7540-45)

John W. Vander Linden managed the filling station for Mid-Continent. He and his wife lived in the apartment on the second floor of the building. (Robert Klein, informant interview)

The terms of the lease made Mid-Continent responsible for the maintenance the Vander Linden property

except 2nd floor of brick and frame addition and the improvements thereto hereby agreed to be made by lessor at his own cost and expense and in full accordance with drawing etc. etc. (Abstract of Title)

The “drawing” in this stipulation referred to plans to convert the house and grounds into a filling station. Two architectural drawings, labeled “Exhibit ‘A’” and “Exhibit ‘B’” remain inserted as loose-leaves in the Abstract of Title and document the “drawing” mentioned in the lease. (See Continuation Sheets 7-16 and 7-17.)

The terms of this lease also included the right for either party to terminate this agreement and the option of the lessee to purchase the real estate. (*Ibid.*) The agreed upon annual rent for the lease totaled \$1,020.00, to be paid in monthly payments of \$85.00. The agreed upon price for the lessee to purchase the property was set at \$9,000.00.

Five years later, in 1933, this lease was renewed for another five years. Apparently, the annual rent for the lease had increased in the intervening time, because the renewal stated that

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hereafter rentals shall be reduced from \$1200.00 yr. To \$1020.00 yr for the period from June first 1933 to June first, 1938; provided that in all other respects the terms of said lease shall remain as they now exist. (*Ibid.*)

Vander Lindens Mid-Continent renewed this 5-year lease in 1938, 1943 (with right of renewal for an additional term of five years to 1948), and in 1953. For these renewals, however, the amount of the annual rent was left open, or, as legally stated, "at a certain specified rental." (*Ibid.*)

Mid-Continent Petroleum Corporation merged into Sunray Oil Corporation effective May 16, 1955. The name of the new corporation became Sunray Mid-Continent Oil company. The new firm immediately assigned to D-X Sunray Oil Company its rights and obligations to the Vander Linden property in Pella. D-X Sunray was a wholly owned subsidiary of Sunray Mid-Continent Oil Company and popularly known as "D-X." In 1955, as a result, Pella's Diamond Filling Station became a D-X Sunray distributor. (*Abstract of Title #7540 - 53*)

The Vander Lindens ceased operations at the station sometime before the 1953 renewal expired, ending what would have been a 30-year business relationship with the petroleum company. Following John's death, Cordelia continued to live at the property until selling it in 1967.

Roadside Commerce

Roadside commerce in Pella began to emerge in the late 1920s and 1930s and developed along lines similar to those, as hypothesized by Drake Hokanson in his study, *The Lincoln Highway, Main Street across America*:

The American gas station may have been the leading indicator of the stampede to the roadside. In the opening years of the century, gasoline had been sold from cans or from curbside pumps in front of the general store or livery stable. By the 1920s, the filling station—a new sort of business dedicated entirely to the auto—had become a common sight. . . . Where possible they were built on street corners for easiest access by automobiles. (Hokanson: 117)

The Van Maren House-Diamond Filling Station calls attention to this trend locally.

Multiple features recommended the Van Maren property as a filling station: its location on an important Iowa highway, its setting on the corner of two intersecting streets, and its architectural design, which blended into the surrounding residential neighborhood.

The location of the Van Maren House was ideal for a service station. Situated on the Great White Way, an early, designated highway in Iowa, near Pella's town center, and at the intersection of two streets, the Van Maren site offered high visibility to the traveling public and local motorists.

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By the 1920s and the 1930s, Pella had come to enjoy the commercial benefits of tourism. The community's annual Tulip Festival, founded in the 1920s, drew visitors from across the state during its May celebration. A trip to (or through) Pella was incomplete without buying "Dutch Letters" or other baked goods or meats.

Of course, the automobile played an important role in popularizing events such as these. The Good Roads Movement in Iowa and the 1929 paving of Iowa 163 between Oskaloosa and Pella stimulated an ever-increasing flow of motorists through Pella. Roadside commerce catering to the automobile flourished. By 1938, nine gasoline stations operated in Pella. They included those operated by William DeBruyn, Lewis DeBries, Walter Donai, Garret J. Rouw, J. W. Vander Linden, Arend Vander Vlekkert, C. E. Van Veen, William Ver Dught, and A. K. Verrips. (*Iowa State Commercial Directory*, 1938-1939: 527) While it is not known, which of these operated as filling stations and which as service stations, their very number indicates the growth of automobile transportation and undoubtedly the expansion of roadside commerce in Pella.

Citizens in Pella recognized that tourism and commercial benefit went hand-in-hand, and local boosters promoted the community's Dutch heritage in other ways. The Van Maren House as an authentic example of architecture as practiced by Pella's original settlers fit neatly into this scheme.

A statewide historic context for roadside commerce in Iowa is not yet available. When completed, this study will provide a greater perspective for the understanding of roadside commerce and its development.

ARCHITECTURAL SIGNIFICANCE

The Van Maren House-Diamond Filling Station is significant as an early example of a filling station in Pella, a new architectural form in the community. The building shows how petroleum retailers during the 1920s employed at one and the same time striking architectural features to capture market share, yet sought to blend into their surroundings. The property is of architectural interest because of its building techniques associated with the community's early settlers from the Netherlands.

Filling Station as Architectural Form

The Van Maren House-Diamond Filling Station is significant, under National Register Criterion C, as an excellent example of a filling station, a new architectural form emerging in the 1920s in Iowa.

Two types of architectural forms were associated with refueling and servicing automobiles during the early 20th century—the filling station and the service station. Historian Drake Hokanson explains:

For many years, the businesses of refueling cars and repairing them were separate: filling stations took care of gas and oil, garages did the mechanical work. But by the early 1930s,

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many new stations had appeared that combined the retailing of fuel and oil with indoor bays for repair. The quintessential box service station appeared, a pattern that would be the standard for the next four decades. (*Ibid.*)

The absence of an indoor service bay at Pella's Diamond Filling Station calls attention to its status as an early filling station. The simple addition of driveways, canopy, and pump island to the Van Maren House satisfied the limited needs of a business restricted to the retail sale of fuel and oil.

Conservatively Outlandish

Oil companies across the nation sought, during the 1920s, to design new retail facilities to blend into their surrounding neighborhoods. These companies had learned that gas stations frequently attracted widespread complaints from neighbors because of noise, congestion, night lighting, air pollution, and safety concerns. (Hokanson: 117) Facilities designed as single-family dwellings helped reduce some of these complaints.

Many small, Tudor Revival-styled gas stations emerged from this impulse.

Filling stations most often were small, house-shaped buildings barely large enough for an office and heating stove, with a canopy and high, glass-topped pumps. (*Ibid.*)

Petroleum companies—always cost-conscious—devised a conservative variation on this theme. They converted already-standing single-family dwellings into service stations, thereby achieving the desired end without substantial cost. At least two properties in Pella exhibit this propensity, the Van Maren House-Diamond Filling Station, converted in 1928, and the Hendrik J. and Wilhelmina H. Van den Berg Cottage (1305 West Washington Street, NRHP), converted circa 1932.

At one and the same time, petroleum companies used eye-catching gimmicks to lure customers to their stations. According to Drake Hokanson:

During the depression, oil companies had to work harder for sales in a temporarily shrinking market, so stations strutted the latest in colors, designs, and services, including the breathtaking streamlined look. Some station owners tried outlandish architecture to draw the customer off the road and to their pumps. Stations built to resemble English country homes, oil cans, Indian tepees, Dutch windmills, lighthouses, and any other imaged symbol or object appeared along the road in the 1920s and 1930s. (Hokanson: 117)

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Mid-Continent Petroleum Corporation, the franchise-holder of the station, employed fire engine red and creamy yellow for its DX products colors. In Pella, Mid-Continent painted the exterior of the staid Van Maren House red and yellow—red for the window sash and corner quoins and yellow for the walls. An historic photograph of the building illustrates the result. (See Continuation Sheet 7-11.) Even seen in black and white the result was “outlandish.” Recently, the present owner of the building, undaunted by the conventional white paint, which had subsequently covered the building, repainted it using Mid-Continent’s striking colors. Pella applauded!

It should be remembered that, in Iowa, the Great Depression actually began as an agricultural depression as early as 1922, so that what Hokanson says about the need for oil companies to work at sales during the Great Depression could apply at an earlier date in Iowa.

Professional Design

Although the architect who designed the adaptive reuse of the Van Maren House is not known, two historic drawings from 1928 survive to document the design. These drawings show a careful regard for the necessities for a filling station, as well as for architectural proportions, materials, styling, and restrained decorative detailing.

One drawing shows a plan view of the site and building. This drawing provides important technical information for driveway approaches and dimensions, turning radii, and pump island layout. (See Continuation Sheet 7-17.)

The other drawing pictures the east elevation of the building and the proposed drive-under canopy attached to it. (See Continuation Sheet 7-16.) The steep angle of the front gable roof, which covers this canopy, complements the steep side gable roof of the property’s main block. The length of the canopy across the facade was no wider than sufficient to house two gasoline pumps—just what was needed and no more.

As implemented, the new east elevation construction varied slightly from the architectural plans. The canopy’s two support columns were faced with stucco and brick, not just brick. The gable end of the canopy roof was faced with stucco and faux half-timbering, rather than finished with a pent roof, as drawn. (See Continuation Sheet 7-11.) The canopy was also electrified with incandescent light bulbs, not shown on the drawing. All of these changes show the desire to build a more decorative design than originally planned.

House

The Van Maren House—the original core of this property—is of architectural interest because of its design. The property infuses the mainline American architectural design of the I-house into the residential vocabulary of Pella architecture. At the same time, the house retains identifiable Dutch building characteristics and preferences. The design conforms to a Type 3 building, according to a

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typology of early brick residences in Pella previously developed for National Register nominations. (Page 2003: 8/14-8/15; Page 2005: 8/11-8/13) In its blend of architectural influences, the house provides a tangible reference to the transition of tastes in Pella from those largely influenced by ethnic traditions from the Netherlands and those of mainline America.

Although the name of an architect or contractor builder of the Van Maren House has not been identified, Henry Van Maren likely took a direct hand in it. He was clever with his hands, as his work with his father as a brick maker and as blacksmith attests. The source of the brick for this building remains unknown.

HISTORIC NAME

The National Register name for this property—Van Maren House-Diamond Filling Station—refers to Henry and Johanna Van Maren, the first owners and occupants of the property and the property's function as an adaptive reuse.

The selection of "filling station" rather than "service station" in the name reflects the remodeled building's limited function when first established. During the early 20th century, filling stations sold gas and oil. Garages provided automotive repairs. These two business operations were separate and distinct. Although this distinction later disappeared, at the time the Diamond Filling Station opened, it operated as a filling station. Other names for the property, such as "Diamond Oil Station," as shown on an historic image of the property (see Continuation Sheet 7-NEED) suggest that "service station" was a later styling for such businesses in Pella.

Finally, it should be noted that, although this property was leased to Mid-Continent Corporation, that name was not used in Pella in connection with the local business. It is excluded as a name for the property in this nomination for that reason.

REPRESENTATION IN OTHER CULTURAL RESOURCES SURVEYS

In 1978, the Central Iowa Regional Association of Local Governments (CIRALG) conducted an historic resources survey of Pella. This survey identified the Van Maren House-Diamond Filling Station as "H. R. Block" and found it not National Register eligible under Criterion C. This finding evaluated the building as a 19th century structure and did not take into account its significance as an adaptive reuse.

In 1989, William C. Page of the Dunbar/Jones Partnership surveyed Pella's central business district. This historical survey was restricted to commercial buildings in and near the town square. This survey did not include the Henry and Johanna Van Maren House-Diamond Filling Station.

Several National Register nominations have evaluated individual properties in Pella (see Section 9); but, in spite of Pella's historical significance as a premier ethnic settlement in Iowa, the community still

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lacks a comprehensive survey of its historic and architectural resources. Such a survey should be undertaken and include as many property types as possible.

In the meantime, Pella's early residential architecture is threatened. In this affluent community, the pressure for new house and apartment construction and commercial property pose threats of demolition and redevelopment for the community's historic building stock.

POTENTIAL FOR HISTORICAL ARCHAEOLOGY

The site's potential for archaeological significance is, as yet, unevaluated. Prehistoric and historical archaeological investigations may yield limited results, however, because extensive redevelopment has taken place on the site. It is unknown if a fuel tank is buried on the property.

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Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

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- 1888 Area not mapped for buildings.
- 1895 Area mapped for buildings w/Van Maren House shown.
- 1911 Area mapped for buildings w/Van Maren House shown.
- 1931 Pictures Van Maren House converted into filling station.

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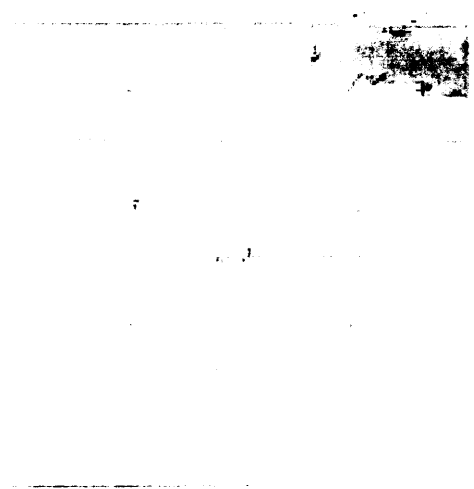
Henry and Johanna Van Maren House-Diamond Filling Station, Marion County, Iowa.

VERBAL BOUNDARY DESCRIPTION

The East Fifty-four (54) feet of the North Half (N-1/2) of Lot One (1) in Block Forty-eight (48) in the Original Town of Pella, Iowa; and the North Ten (10) feet of the East Fifteen (15) feet of the South Half (S-1/2) of said Lot One (1) except right of driveway over the tract last described.

BOUNDARY JUSTIFICATION

This parcel contains all land associated historically with the Diamond Filling Station, as well as the Van Maren House. In 1928, the Van Marens sold off some of their outlying land on this site, and that land has been excluded from this nomination. The attached map pictures the National Register boundaries of the property (shaded).



Source: Abstract of Title, p. 2, Wayne D. Stienstra, 2006.

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William C. Page, Photographer
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615 Main Street
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Detail of canopy looking west
William C. Page, Photographer
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| 2. Henry and Johanna Van Maren House-Diamond Filling Station
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Looking southeast
William C. Page, Photographer
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| 4. Henry and Johanna Van Maren House-Diamond Filling Station
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Looking northwest
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These photographs were printed on
Hewlett-Packard Premium Plus Photo
Paper with Vivera HP ink.