

HISTORIC RESOURCES OF HARTWELL, HART COUNTY, GEORGIA

INDIVIDUAL PROPERTY #28

I. IDENTIFICATION

HISTORIC NAME: Pure Oil Service Station
 CURRENT NAME: White's Service Station & Muffler Shop
 STREET ADDRESS: Howell Street at Jackson Street
 CITY: Hartwell
 PRESENT OWNER: Martin White
 MAILING ADDRESS: Howell Street at Jackson Street
 CITY: Hartwell
 STATE: Georgia
 ZIP CODE: 30643
 CURRENT USE: gas station
 ACREAGE: city lot (less than one acre)
 U.S.G.S. QUADRANGLE: Hartwell
 U.T.M. REFERENCE: Z17 E322120 N3802780
 V.B.D. OR TAX MAP NUMBER: H-10-9-4

II. DESCRIPTION

ARCHITECTURAL DESCRIPTION AND PRESENT CONDITION:

This service station is a one-story, brick structure. It contains steeply pitched gable roofs covering the office, the garage service bays to either side of the office, and the portico covering the service island. The prominent decorative features are located on the portico which project outward toward the street. The portico is superimposed onto a lower gable roof, both of which are supported on bracketed wooden posts resting on brick piers. A hooded entrance provides access to the office from the fueling area. The interior retains concrete floors, the original pressed tin ceiling, and Craftsman-inspired door surrounds. The building is situated on a corner lot fronting toward Howell and Jackson Streets and is almost exclusively paved.

Non-historic additions to the original structure include an additional service bay to the east and a supply room to the north.

PHOTOGRAPH NUMBER: 90

III. HISTORY

ORIGINAL OWNER: Pure Oil Company
 ORIGINAL USE: service station
 ARCHITECT/BUILDER: Pure Oil Company design
 HISTORIC ACREAGE: same as present
 DATE OF CONSTRUCTION: ca. 1932
 DATE(S) OF ALTERATIONS: 1970s

HISTORICAL NARRATIVE (FROM ORIGINS TO PRESENT):

This structure was built circa 1932 by the Wofford Oil Company, known locally as Woco Pep. Wofford Oil was affiliated with the Pure Oil Company and their market was confined to the southeastern United States. Woco Pep hired local management for their individual service stations.

This structure was built on the Craft property. When the station was built, the Craft home was moved to the rear of the lot and re-oriented toward Jackson Street. In 1973, soon after Pure Oil Company merged with Union Oil Company, this station was to be closed. The property was purchased by Martin White, the manager of this station under Pure Oil since 1941. White added a muffler shop to his services in 1976. He continues to operate the station.

IV. SIGNIFICANCE

NATIONAL REGISTER CRITERIA: A, C

AREA(S) OF SIGNIFICANCE: Architecture, Transportation

LEVEL OF SIGNIFICANCE: Local

STATEMENT OF SIGNIFICANCE (ARCHITECTURAL AND HISTORICAL)

This structure is architecturally significant as an example of national service station design in a small community. During the 1930s the Pure Oil Company developed a standardized design for its service stations and those of its affiliates. The Pure Oil design was derived from the prevailing English Tudor style, popular in the residential architecture of the 1920s, and this is reflected in the relatively steep gable roofs, brick veneer walls, and overall picturesque massing of the buildings. The intent of this particular design, which includes residential features and a relatively small scale, was to merge the new commercial structure into the residential environment along thoroughfares in communities.

In terms of transportation, this building is important locally for marking the widespread appearance of the automobile in the early 20th century and for the role it played in both responding to and contributing to vast increases in automobile ownership and use in the 1920s and 1930s. It is the only historic building in Hartwell associated directly with the automobile and its effect on the community in the early 20th century.

CONTRIBUTING/NONCONTRIBUTING RESOURCES:

Contributing building(s): 1

V. SOURCES OF INFORMATION

REPRESENTATION IN EXISTING SURVEYS: Historic Structures Field Survey: Hart County, Georgia

SOURCES OF INFORMATION: Vieyra, Daniel I., " Filler Up: An Architectural History of America's Gas Stations;" interview with Mr. & Mrs. Martin White.

FORM PREPARED BY:

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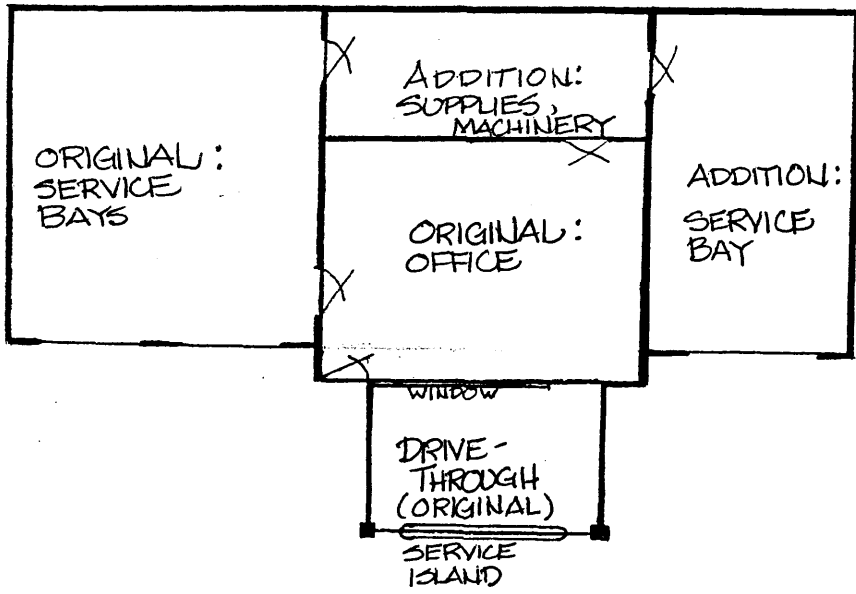
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VI. SITE PLAN/SKETCH MAP/FLOOR PLAN

Attached sketches are intended only to help illustrate the nominated property. No scale is provided or implied, unless otherwise noted. Boundary markings are simply general indications of the extent of the nominated property; the actual boundary description, unless otherwise noted, is the current legal description of the property which coincides with the current tax map number cited in Section I of this form. Also, note that the orientation of the various sketches differs from sketch to sketch; each is provided with a north arrow for clarity.

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Pressed tin ceilings intact in original portions
Totally paved site - haphazard parking

SITE PLAN

