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Nat. Register of Historic Places
National Park Service

NPS Form 10-900

United States Department of the Interior
National Park Service
National Register of Historic Places Registration Form

1. Name of Property

Historic Name: Louis H. Smith, Inc. Firestone Store
Other name/site number: Firestone One Stop Service; Firestone Stores, Tires and Tubes; Firestone Auto Supply and Service Store, Firestone Tires
Name of related multiple property listing: N/A

2. Location

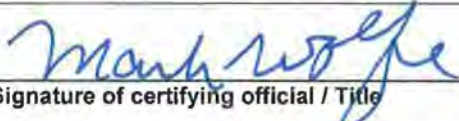
Street & number: 1004 South Tyler Street
City or town: Amarillo State: Texas County: Potter
Not for publication: Vicinity:

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 at the following levels of significance:
 national statewide local

Applicable National Register Criteria: A B C D

 State Historic Preservation Officer
Signature of certifying official / Title Date 5/21/15
Texas Historical Commission
State or Federal agency / bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.
Signature of commenting or other official Date
State or Federal agency / bureau or Tribal Government

4. National Park Service Certification

I hereby certify that the property is:
 entered in the National Register
 determined eligible for the National Register
 determined not eligible for the National Register.
 removed from the National Register
 other, explain: _____

 Signature of the Keeper Date of Action 7/21/2015

Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

5. Classification

Ownership of Property

<input checked="" type="checkbox"/>	Private
<input type="checkbox"/>	Public - Local
<input type="checkbox"/>	Public - State
<input type="checkbox"/>	Public - Federal

Category of Property

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Number of Resources within Property

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	total

Number of contributing resources previously listed in the National Register: N/A

6. Function or Use

Historic Functions: Commerce/Trade: specialty store (automobile service and supply store)

Current Functions: Vacant

7. Description

Architectural Classification: MODERN MOVEMENT: Art Deco

Principal Exterior Materials: Brick and cast stone

Narrative Description (see continuation sheets 7-7 through 7-10)

Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

8. Statement of Significance

Applicable National Register Criteria

<input checked="" type="checkbox"/>	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.
<input checked="" type="checkbox"/>	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: N/A

Areas of Significance: Transportation, Architecture, Commerce

Period of Significance: 1930-1965

Significant Dates: 1930

Significant Person (only if criterion b is marked): N/A

Cultural Affiliation (only if criterion d is marked): N/A

Architect/Builder: Berry & Hatch (architects) / Clem Anderson (contractor)

Narrative Statement of Significance (see continuation sheets 8-11 through 8-21)

9. Major Bibliographic References

Bibliography (see continuation sheets 9-22 through 9-23)

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 of additional data:

- State historic preservation office (*Texas Historical Commission, Austin*)
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository:

Historic Resources Survey Number (if assigned): N/A

Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

10. Geographical Data

Acreage of Property: 0.45 acre

Coordinates

Latitude/Longitude Coordinates (use decimal degree format)

Datum if other than WGS84: N/A

1. Latitude: 35.203464 Longitude: -101.839572

Verbal Boundary Description: Lots 1 and 2, Block 137, Plemons Addition to the City of Amarillo, Texas.

Boundary Justification: Boundary includes all property historical associated with the building.

11. Form Prepared By

Name/title: Melissa Dailey, with assistance from Gregg Bliss, architect
Organization: Downtown Amarillo, Inc.
Address: 801 S. Fillmore, Suite 205
City or Town: Amarillo State: Texas Zip Code: 79101
Email: Melissa@downtownamarillo.com
Telephone: 806-640-4406
Date: 1/12/15

Additional Documentation

Maps (see continuation sheet Map-24 through Map-28)

Additional items (see continuation sheets Figure-29 through Figure-32)

Photographs (see log on pages 5-6 and continuation sheets Photo-33 through Photo-40)

Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

Photographs

Name of Property: Louis H. Smith, Inc. Firestone Store
City or Vicinity: Amarillo
County, State: Potter County, Texas
Photographer: Melissa Dailey
Date Photographed: April 1, 2015
Number of Photos: 16

The following digital images were submitted to the National Park Service on CD, along with this nomination document. For reference, the images are included at the end of this document, beginning on page 33.

TX_Potter County_Louis H Smith Inc Firestone Store_0001.tif
Northeast oblique. Camera facing southwest.

TX_Potter County_Louis H Smith Inc Firestone Store_0002.tif
North elevation. Camera facing southwest.

TX_Potter County_Louis H Smith Inc Firestone Store_0003.tif
Detail of north elevation. Camera facing south.

TX_Potter County_Louis H Smith Inc Firestone Store_0004.tif
East elevation. Camera facing west.

TX_Potter County_Louis H Smith Inc Firestone Store_0005.tif
Detail of east elevation. Camera facing northwest.

TX_Potter County_Louis H Smith Inc Firestone Store_0006.tif
Detail of northeast corner. Camera facing up and to the west.

TX_Potter County_Louis H Smith Inc Firestone Store_0007.tif
Partial southwest oblique. Camera facing northeast.

TX_Potter County_Louis H Smith Inc Firestone Store_0008.tif
Canopy detail. Camera facing northwest.

TX_Potter County_Louis H Smith Inc Firestone Store_0009.tif
Service station entrance and garage doors (located beneath canopy). Camera facing southwest.

TX_Potter County_Louis H Smith Inc Firestone Store_0010.tif
Showroom entry, looking out to open canopy. Camera facing northwest.

TX_Potter County_Louis H Smith Inc Firestone Store_0011.tif
Service area doors. Camera facing northeast.

TX_Potter County_Louis H Smith Inc Firestone Store_0012.tif
Service area. Camera facing east.

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TX_Potter County_Louis H Smith Inc Firestone Store_0013.tif
Showroom on northwest corner of building. Camera facing north.

TX_Potter County_Louis H Smith Inc Firestone Store_0014.tif
Room in the east-facing elevation. Camera facing northeast.

TX_Potter County_Louis H Smith Inc Firestone Store_0015.tif
2nd floor tire storage area. Camera facing north.

TX_Potter County_Louis H Smith Inc Firestone Store_0016.tif
2nd floor tire storage area, over service area. Showing the north facing windows. Camera facing northeast.

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.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

Narrative Description

The Louis H. Smith Inc. Firestone Store is a two-story, L-shaped building with a large drive-through canopy creating an overall square plan located at the corner of 10th Avenue and Tyler Street in downtown Amarillo, Texas. Constructed in 1930 as a Firestone-affiliated automobile service and supply center, the building occupies most of the corner lot, and the large, covered, open-air service area (the canopy) is accessible from both streets. Though currently unoccupied, the building contains multiple service bays, and supply and show rooms on the first floor. The short-height second floor is largely open space that was once used for tire storage. Faced with polychromatic bricks in yellow, orange and grey hues, the primary facades feature an eclectic mix of cast stone ornament reflective of Art Deco styling. Brick columns and engaged pilasters, topped by stylized capitals give a vertical emphasis to the building's otherwise boxy massing; a geometric ribbon band composed of zigzags and spheres defines the height of the first floor on both street-facing facades; and the Firestone logo (a shield with an "F") appears in multiple prominent locations. Aside from minor alterations to the overhead door materials and some windows, the building retains a remarkable degree of integrity. Its form and design clearly reflect the commercial aspects of the pre-WWII automobile service and supply stations once common across America.

General Setting

Constructed in 1930, the Louis H. Smith, Inc. Firestone Store is situated on what was, and continues to be, a busy corner in downtown Amarillo at 10th Avenue and Tyler Street. The Firestone building is located one block from Polk Street, downtown Amarillo's historic commercial corridor. This area of downtown has always been largely commercial, but also has some historic buildings with residential units upstairs, including one directly across from the Firestone building. On the northwest corner of 10th and Tyler is a restaurant in a 1927 one-story building. Southwestern Bell owns and has offices in a three-story, 1965 building directly across Tyler Street to the east. One block from the Firestone Building at 9th and Polk Street is the historic 1930 Santa Fe Building (NRHP 1996), which now houses Potter County offices. South of 10th Avenue, uses begin to transition to more residential. The nominated property sits six blocks north of the 180-acre Plemons/Mrs. M. D. Oliver-Eakle Additions Historic District, a largely residential district that was listed in the National Register of Historic Places in 1992.

Overall Physical Description

The Firestone building is a two-story, L-shaped building with a large drive-through canopy creating a square plan with four facades. The building occupies most of the corner lot and contains a large, covered, open-air service area (the canopy), several service bays, offices and showroom on the first floor. The short-height second floor was primarily used for storage of tires and accessed from a freight elevator and stairs. The north and east facades, which face the streets to allow canopy access from multiple directions, are brick veneer with cast stone ornamentation derived from the Spanish Colonial Revival and Art Deco styles. A concrete apron reaches from the front of the canopy openings to the street at each façade. The south and west facades, which face the alley and parking area, are composed of painted structural clay tile (speed tile) with a terracotta roof coping and window openings in the first and second floors. Some windows have been filled in on the west façade.

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The north elevation includes two large drive-through openings (approximately 31' wide and 44' wide) separated by a brick column which provide easy automobile access from the street to the service bay canopy. At the east end, at the intersection of the two street facades, the corner is clipped at 45° with a smaller service opening and graciously embraces the street intersection with cast stone ornamentation above the opening expressed with a ribbon band, column capitals and parapet coping. A beautiful cast stone plaque in the shape of the Firestone shield with an "F" in its center is placed in the center of the 45° façade to project its image to the street intersection. The cast stone ribbon band and parapet coping continue across each service bay opening on the north façade to the west end, which contains the showroom section that projects northward (toward the street) as an ell from the façade. The entire north façade presents an elegant appearance and is composed of a colorful mix of yellow, orange and grey brick veneer with cast stone ornamentation derived from Mayan influence and expressed with Art Deco flair. The capitals atop the columns contain expressions of a head dress, the sun and crops. The geometric ribbon band, which is composed of a combination of zigzags and spheres, extends the entire length of the façade and is placed at the top of the service bay openings and continues through the first and second floor window openings at the west end "ell" facade. The cast stone roof parapet coping is an undulating ribbon creating a soft top edge to the façade and contains scrolls as the ribbon bends at the building corners. The columns and engaged pilasters give the otherwise square building a more vertical emphasis.

The showroom section projects north from the façade, about ten feet beyond the service canopy. The corner adjacent to the canopy has been clipped at 45° allowing more showroom windows to engage the street. Each of the two faces has the same cast stone ornamentation as the east end, but is enclosed with showroom windows on the first floor and triple windows on the second floor. The mullions between the second floor windows are separated by wide, flat wood casing with carved, twisted, half-round pilasters applied to the casing. The outside corners are reinforced with brick pilasters and capitals that extend to the cast stone ribbon band. Above the band, an additional cast stone shield surrounded by scrollwork sits directly above the outside corner pilasters. The storefront windows on the first floor appear to be post-war vintage and consist of an aluminum framework with single, clear glazing. At the bottom of the storefront, a brick soldier course acts as the base reinforced by a concrete base at the bottom of the brick pilaster corners.

The east elevation is identical to the north elevation with two exceptions: (1) both service canopy entrances are 31' wide (rather than the 31' and 44') and the use of the ell projection appears to have been a separate office or parts department rather than showroom. The exterior veneer, ornamentation and fenestration are identical to the north façade.

The west elevation of the building is orange (painted white) structural wall tile and includes a variety of window fenestrations. On the north end, one large storefront window exists with a center mullion to allow view and light into the showroom. A large twelve-lite steel frame window in the second floor sits directly above the storefront window below. Four additional eight-lite windows are evenly spaced along the west façade for second-story lighting. Six eight-lite steel windows are strategically located on the first floor allowing light into office areas. Four of the six have been filled with face brick. All the sills at the divided lite windows are cast in place concrete sloped for drainage. The entire west façade has been painted white including the steel windows and indicates signs of weathering and flaking from the tile wall.

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The south wall is identical in construction and window type to the west wall. Five eight-lite windows are evenly spaced on each floor, one directly over the other. The exception being that the second window from the east end was omitted and filled with structural clay wall tile.

The elevator is located at the southwest corner, the intersection of these two walls. A head house extends approximately 6' above the top of the parapet walls and is approximately 8' wide in each direction from the corner. This entire façade, including the steel windows, is painted white like the west façade. These two facades were clearly considered the backside of the building and did not support public access at all.

The canopy framing consists of 4' deep steel girders bearing on the masonry walls and a single steel column at the center point of the roof canopy. Sawn lumber joists span from girder to girder at 24' on center. The roof deck consists of 1 x 8 boards nailed directly to the wood joists. Long linear skylites were originally located along the west and south edges of the roof canopy to allow light at the east and north faces of the building under the canopy. The entire roof structure and deck are painted white.

The L-shaped building encloses the west and south ends of the service canopy and contains a variety of window, passage and service bay doors. The south leg of the "L" houses four service bays (two single bay and two double bays) with overhead doors. A passage door flanks the overhead doors at both the east and west ends. Six steel frame windows are located above the overhead doors (one over the single bays and two above the double bays) and a seventh window is on the west end above the passage door. This door was previously a single overhead service bay door but has been filled with masonry around the passage door.

The west leg of the "L" contains the showroom and offices with a mixture of storefront windows, a louver panel and rolling coil door. (The louver and rolling coil door were added later with wood and masonry infill.) Eight steel frame windows are evenly spaced from north to south in the second floor.

The construction of these walls is structural clay tile and the exterior face has a coating of rough textured plaster and painted white. All of the door and window openings have soldier course lintels and rowlock sills (at the windows) and were not plastered and remain visible.

The Firestone was active for around sixty years as an automobile service station. A painted sign that appears to be original is faded but visible at the top of the south facing facade. Although no interior photos from the time the building was occupied were found, it appears that the building has had relatively minimal modifications over the years. There has only been one type of use in the building, and the original layout appears to have remained the same. The hydraulic lifts that were once located in the service section have been removed, and the floor there is broken concrete or dirt. There were no grease pits. Automobiles were lifted up to service by hydraulic lifts. Sometime post-war, the large, north-facing garage service doors were replaced. There are two bathrooms, both on the first floor, appearing to be in the same location as they were originally. There is a washing sink in the service station area, but it is unclear if this sink was original or added at a later time.

Sheetrock and wood paneling were added to some walls on the first floor showroom and office areas. The original elevator lift, used to transfer tires from the storage area, still remains in the southwest corner of the building, although it is not operational. Upstairs, the original wood floors and ceiling are largely still in place, with just under 7-foot clearance, as this area was used for storage. Metal ceiling supports were added to the

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eastern end of the storage area on the second floor to replace rotten wood and provide additional support to the ceiling due to water leaks. The original windows upstairs are still in place and in reasonably good condition. Two sets of stairs lead to the upstairs, although it appears these may have been replaced or significantly replaced at some point.

The building served the community well before post-war urban sprawl, and remains a wonderful example of early twentieth century architecture in downtown Amarillo. Because modifications have been minimal, it retains a high degree of all seven aspects of integrity—location, setting, design, materials, workmanship, feeling and association.

Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

Statement of Significance

The Louis H. Smith Inc. Firestone Store is nominated to the National Register of Historic Places at the local level of significance under Criterion A in the areas of Commerce and Transportation, as well as under Criterion C in the area of Architecture. The period of significance begins in 1930, the date of original construction, and ends in 1965, which corresponds to the 50-year threshold of eligibility and includes the dates for which it was a significant auto-related commercial enterprise in downtown Amarillo. The building has experienced little alteration and retains a high degree of integrity. The property is a reflection of the commercial aspects of auto service that developed during the interwar years in America, as the one-stop service and supply centers sought to distinguish themselves from the more traditional and simple filling stations in an era of unprecedented prosperity and auto-based mobility. The evolution from the simple filling station to the more complex building form represented by the Firestone building is the result of the evolution of the automobile itself, its cultural use and technological advances, as well as the evolution in the business models utilized by the commercial enterprises who specialized in providing automobile services and supplies in an increasingly competitive market. It is one of just two remaining examples in Amarillo.

Development Trends in Early 20th Century Amarillo¹

Permanent settlement of this region of the Texas Panhandle began in the mid-1870s. Livestock ranching quickly became the dominant industry as numerous cattle ranches were developed. The Fort Worth and Denver City Railway was the first to reach the area in 1887. The town of Amarillo was founded in that same year and quickly established itself as a significant regional shipping point for the Panhandle's agricultural products. By the turn of the century it was one of the busiest cattle shipping points in the world.

The agricultural and shipping industries continued to drive steady economic and population growth through the first two decades of the twentieth century. Polk Street (one block east of the nominated property) became home to the city's commercial core, and by 1910 it was densely built up with one- and two-part commercial block buildings of brick and stone. A streetcar system was initiated in 1908, and between 1913 and 1921, the city implemented street paving programs, public sanitation projects, and parkland development. Several new residential subdivisions were platted in close proximity to downtown during this period, and the city constructed multiple civic buildings. Amarillo was steadily growing.

The nature of that steady growth changed dramatically with discovery of the region's vast natural gas deposits in 1918 and oil just a few years later. The discovery fostered rapid growth and unprecedented prosperity. Major oil companies such as Phillips, Shamrock, and Magnolia established headquarters in the city, and the region became home to new refineries, a zinc smelter, and a helium production plant. In 1920, about 15,500 residents called Amarillo home. In five years, that number almost doubled, and by 1930 the city's population reached 43,132.

¹ Unless otherwise noted, this section is derived largely from *U. S. Route 66-Sixth Street Historic District* (Amarillo, Potter County, Texas), National Register nomination, 1994, and *Vineyard Manor* (Amarillo, Potter County, Texas), National Register nomination, 2014.

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Amarillo experienced such exponential and rapid growth that it dramatically affected the physical environment and character of the city. Polk Street, Amarillo's "Main Street," went from small town two-story buildings to seven skyscrapers built in a five year period, transforming the city skyline. Eleven new residential additions were platted between 1925 and 1928. The resulting construction boom is evidenced by the issue of nearly 400 building permits during the first quarter of 1926 alone. Construction took place across all sectors—residential, industrial, civic and commercial. Amarillo's streetcar system folded in 1926, so transportation depended upon the automobile. The national economy prospered, but Amarillo's economy boomed. The city developed as the center of the Texas Panhandle's oil and gas business, as well as the region's shipping and transportation hub.

This period of growth brought on by the petroleum industry coincided with an era of increased automobile travel nationwide. The rise in touring motorists was accompanied by improvements to roads and highway systems, complemented by the construction of new roadside businesses which catered to them. Amarillo was perfectly positioned to capitalize on this burgeoning market as it was already a transportation and shipping hub for a large region. That growth escalated when 6th Avenue, already a busy downtown corridor, was incorporated into the U. S. Route 66 highway network, the "Main Street of America." This historic route, along which Amarillo is the approximate half-way point, is located just four blocks north of the nominated property. It was quickly populated by gas stations, services stations, tourist camps, roadside diners and more designed to serve a mobile clientele.

The 1929 stock market crash was followed by a drop in agricultural prices in 1930. The building boom immediately slowed. Gas and oil revenues kept Amarillo's economy from collapsing altogether, but the cumulative effects of the national Depression halted Amarillo's expansion. The nominated property stands as a reminder of the very brief, but intense period of development in the community's pre-WWII-era history in which the city was dramatically transformed and opportunities abounded for energetic entrepreneurs.

Louis H. Smith Arrives in Amarillo

Louis H. Smith was a Firestone salesman in Dallas in 1916.² A year later he was made district manager at Houston, and a year after that transferred to the same position in the larger Oklahoma City district.³ In March 1926, he purchased Ted Goodwin's Firestone Tire Shop on W. 6th Avenue in Amarillo.⁴ It was a small tire store offering only Firestone tires and tubes, road service, and vulcanizing. It was one of eighteen retail tire dealers listed in the 1927 Amarillo city directory. Smith moved his family to Amarillo in 1927 and built a large two-story home in Amarillo's most prestigious neighborhood, the Wolflin Addition (NRHP, 1992). Within a couple of years the W. 6th Avenue location would be too small to adequately serve Smith's growing number of patrons.

Nationally, the Firestone Tire and Rubber Company was booming, adding new plants and services in the 1920s. In 1929, Firestone doubled its manufacturing capacity. The company acquired new mills and established the Firestone Battery Company to manufacture not only batteries but brake linings and other accessories, which was

² Draft Registration Card, Louis Huggins Smith, 30 years old, 1917.

³ *Amarillo News Globe*. December 27, 1936.

⁴ *Amarillo Daily News*. March 20, 1927.

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the result of owner Harvey Firestone's deep concern about finding a more efficient method of distributing tires.⁵ He believed that with all its success and increase in unit sales that the weak link was retailing. They were unable able to compete with the mail-order houses such as Sears and Montgomery Ward and their newly opened chain of stores. These catalogue stores had choice locations and knew how to merchandise. If dealers could be modernized and their services required through the year, then both Firestone and the dealers would benefit financially.⁶ Thus, by the end of the 1920s, Firestone, along with many of its major competitors in the tire and gas retail industries, had transformed their business models into stations that provided multiple products and services in one location. Tire business service stations sought to create an eye-catching building to attract customers to their one-stop services. While the major oil companies contrived bold images and standardized plans for their stations, at this time, independent tire dealers were still building to suit themselves.

The Firestone company opened a service station "development department" to help dealers in the selection of real estate, in plans for layouts in construction and equipment, and even financed approved dealers if they needed that type of assistance. They encouraged placing their tire stores on corner locations in high traffic areas. Dealers were supplied with architectural drawings and engineering suggestions if they needed them, but final design decisions were left to independent dealers. The company developed the idea that dealers must attract motorists with an all-inclusive, one stop service if they wished to remain in the tire business, and encouraged dealers to provide not just tires, but also gas, oil, grease, batteries and have a complete tire repair service. All of it or most of it should be under a canopy. The company also developed flexible plans where the property owner could build the station and lease it to the dealer, or the company could lease the property and re-lease it to the dealer or assist the dealer to secure financing. In rare cases, the company would buy the property and put up the building. In some stores the company owned a majority interest on a 51-49 basis. The plan caused a rumor that Firestone meant to dispense with independent dealers. Quality control was easier to achieve in company-owned outlets but capital outlays were less when dealers were used.⁷ Harvey Firestone crossed the country, personally delivering his new message that full-service stations were the only salvation of tire dealers.

A New Type of Service Station for Amarillo

An August 6, 1929, *Amarillo Daily News* article announced that Louis H. Smith's corporation had recently been granted a charter by the State of Texas. The capital stock was \$150,000. The incorporators were Louis H. Smith, Mrs. Elsie V. Smith, and O.G. Roquemore.⁸ Around the same time, he purchased property at the southwest corner of 10th Avenue and Tyler Street from J.O. Whittington and R.E. Underwood for \$75,000.⁹ The site was just southwest of the downtown area but on heavily traveled Tenth Avenue, already a significant east-west corridor thorough town. It would be a combined tire and automobile service station. The *Amarillo Globe* quoted Smith as saying,

We will have a Master Super Service Station. The building is being specially designed and when completed we will be able to offer every service necessary in the maintenance of an automobile but mechanical repairs. In addition to a complete tire service station, including repairs and vulcanizing,

⁵ Lief, Alfred. *The Firestone Story*. pg 175.

⁶ Lief, Alfred. *The Firestone Story*.

⁷ Jakle, John. *The Gas Station in America*. pg 54.

⁸ *Amarillo Daily News*. August 6, 1929.

⁹ *Amarillo Globe*. August 6, 1929.

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we will offer batteries, washing and greasing, oiling and complete brake service. The new building will have six gasoline pumps and all the modern equipment for servicing automobiles.

The article stated that Smith was the Firestone distributor for 52 Panhandle counties. This included counties in New Mexico.

Smith selected local architects Joseph Champ Berry and Elliot Hatch of the firm Berry & Hatch, to draw the plans. Clem Anderson was the builder.¹⁰ Berry was a long-time Amarillo architect primarily known as a school and courthouse designer. Hatch only worked in Amarillo the two years of the partnership. Berry was noted for helping young architects get started and it is possible Hatch was one of these. Together they designed and built the Collingsworth County and the Moore County courthouses.¹¹ Berry has been referred to as “the dean of Amarillo architecture,” and is responsible for a great number of homes, churches, commercial and civic buildings throughout the Texas Panhandle, New Mexico and Oklahoma. He was particularly adept at synthesizing regional expressionism with modernistic styles.¹² Operating primarily out of Amarillo, Berry later designed many successful buildings utilizing modern styles, best evidenced in his *moderne* Texas courthouses in Wellington (Collingsworth Co., 1930), Dumas (Moore Co., 1931), and Panhandle (Carson Co., 1950).¹³

The new service station opened in early 1930. The Amarillo paper said it cost \$42,000. Berry & Hatch designed the store for wash racks, grease racks, brake testing pits and vulcanizing rooms, shipping departments, and an elevator. The name LOUIS H SMITH INC was painted in large letters on the cast stone ribbon bands facing 10th Avenue and Tyler Street. A cast stone plaque in the shape of the Firestone shield with an “F” in its center was placed in the center of the forty- five degree façade, as well as on either end of the street-facing facades. Because Firestone did not use a standard design for its buildings, the Firestone logo was an important branding element, a recognizable symbol for attracting customers. The Louis H. Smith, Inc. sign dwarfed the Firestone identification signage but Firestone did not want the name “Firestone Tire Stores” to be used where it might mean the loss of a dealer’s individuality.¹⁴ The Williams Sign Company ran a congratulatory ad for the grand opening expressing their pride in their work on the signs. They were especially proud of the company name signs featuring raised wood and gold leaf lettering. According to the newspaper, a Firestone official present at the grand opening was reportedly so impressed with the design of the Smith signs that they considered adopting them as standard for all one-stop stations.¹⁵

The *Amarillo Globe* published a story and a full page ad in the April 15, 1930, paper. Smith introduced the new business model: “This new service plant is a definite move for the busy car owner with increased facilities for better and quicker service. Every demand of the motorist will be met except motor and body requirements.” The *Globe* then gave the reader a detailed tour of the plant:

Driving into the station on a mammoth driveway, both entrances, Tyler & Tenth, more than 10,000 square Feet of concrete affords ample room for convenience and ease. Six Bowser, Xacto gasoline

¹⁰ City of Amarillo Building Permits, 1926 – 1945.

¹¹ Kelsey, *Courthouses of Texas*. pg 74, 201.

¹² Nara Visa School (Nara Visa, Quay County, New Mexico), National Register Nomination, 1983.

¹³ White Deer Land Company Building (Pampa, Gray County, Texas) National Register nomination, 1998.

¹⁴ Lief, Alfred. *The Firestone Story*. pg 185.

¹⁵ *Amarillo Globe*. April 15, 1930.

Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

pumps are located at convenient intervals.....1,000 gallons of gasoline may be served without refilling the storage container. The exact amount of gasoline – to the pint – is recorded on a dial visible to the customer.

The lubricating is made possible by eleven of the latest approved types of pumps. The pumps are enclosed in neat cabinets, arranged at vantage points over the driveway are electrically heated so that a free flow of oil, regardless of its consistency may be obtained at any temperature. Choice of oils is a matter entirely up to the customer.

The order room and cashiers office directly adjoining the business office presided over by J. Harvey Workman, assistant manager is at the extreme west end of the driveway and has a view of every working department.

Constructed on the “L” principle and beginning at the extreme eastern end of the building, is the tire repair, vulcanizing, retreading and recapping plant. The shop is in charge of a factory-trained expert who has specialized in this line of work for a number of years. Anything that a tire may need can be supplied. An idea of this division is obtained from the fact that out of 3,316 jobs handled, there have been only 49 returns, or less than one and one-half per cent.

Adjoining the tire shop, the greasing department offers every modern device for proper greasing and lubrication. This feature is manned by men who know how and proper implements for correct oiling are used exclusively. Mr. Smith is very enthusiastic in his grease facilities and points out the fact that there is vast difference in greasing and lubrication. Seven kinds of grease are used in this department.

Brake testing and repair are among the most important demands of a motorist and the Smith plant is one of the most modernly equipped in the Southwest. A Firestone Cowdrey Testing machine has been installed. Louis H. Smith, Inc. was the first organization in this part of the Southwest to incorporate this modern device in their regular service. Through the use of this machine, brakes are weighed for the correct amount of pressure, thus assuring the automobile owner the exact service he needs. The plant is also equipped for truing drums, adjusting and relining brakes with the new Firestone linings. The machine is designed to test both two-wheel and four-wheel brake cars. It is similar to those used in many of the larger automobile manufacturing plants of the nation. The brake department recently returned from the Firestone factory at Akron, Ohio.

Next door is the car washing and polishing racks. Here is where pride holds sway and the car must be delivered with that “new shiny” appearance so much in demand especially by the lady drivers. Mr. Smith has two expert washers in charge, using washing and spraying equipment which is the very latest in efficiency.

A tube repair shop, fully equipped with machinery especially for straightening and buffing rims, and for the proper repair of the inner tube is a service available to patrons.

Now to an innovation – a used tire store, - stocked with tires which have been given “the works.” Every tire offered for sale in the used tire store has been thoroughly overhauled before it can be displayed. Many tires have been given thousands of additional miles by the processing and bargains unheard of are offered. At the rear of the used tire department is a “Customers Department” where their tires, tubes, accessories are properly cared for while awaiting service.

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Wholesale of Firestone tires, tubes and all Firestone products is one of the features of Louis H. Smith, Inc. and the entire second floor is devoted to his mammoth stock. The tire warehouse is 120 feet by 140 feet in dimension running the entire length of the "L". Forty car loads of tires were sold during 1929 representing a distribution of over fifty-two counties, forty-three in Texas and nine in New Mexico".

The business office is large and commodious, handsomely furnished and provides ample space for tires and accessories. Here the business is transacted and the records are kept in adequate safety vaults. Mr. Smith's private office adjoins the business office and has a view of the entire plant. One of the features of the station is the daylight effect in every corner of the building. Smith's phenomenal success is shown by the tremendous growth of his business in the intervening years, to be climaxed by his recent building and subsequent occupancy of his own new home at Tenth Avenue and Tyler Street.

At the grand opening, attendants escorted visitors through the plant and explained the workings of the departments. A special for the opening was a free tube with every tire purchased, plus a free wash job and greasing for their automobile. Coca Cola was served to all visitors and balloons were given to the children.

Smith and his one-stop service station were featured in the July 1931 issue of "Petroleum Age." "He Has an Investment of \$12.50 for Every Car in His Town! – Yet He Shows a Fine Profit!" reads the title of the article, which goes on to point out that Mr. Smith's new station represented an investment of \$150,000 and that the business showed a dividend of \$13,000 the first year. The article tells of the development of the one-stop station, Mr. Smith's methods of doing business, how he makes purchases, what products he handles, and how he does advertising.

Smith had followed the company plan. He purchased a large lot on the busy corner of Tyler Street and 10th Avenue. He hired architects to design a splendid, eye-catching building and he was offering a one-stop menu of services and supplies—all of which continued to expand. Firestone and its competitors now made spark plugs and continued making improvements in tires, batteries, antifreeze and other accessories—the so-called TBA line—and service stations enlarged to accommodate the sales. Emphasis was placed on service. Petroleum companies also began to compete with better service and more products.

Business during the 1930s

Even as the economy worsened in the Great Depression, travel volumes along major highways did not significantly drop. By the mid-1930s, traffic actually increased along Route 66, as it was a major route of exodus west for those displaced by the failing agricultural economy of the Southern Plains. The Amarillo Chamber of Commerce estimated that these travelers brought \$5 of income per day to local businesses, and the federal government's relief programs brought much needed dollars and road improvements to the area.¹⁶

Meanwhile, in the struggle to obtain a large volume of business through dealers instead of mass distributors as three of the top four tire makers had done, Firestone faced a business challenge. Firestone did not produce for mass distributors and instead relied on their dealer system and company stores. The stores kept control of its

¹⁶ U. S. Route 66-Sixth Street Historic District (Amarillo, Potter County, Texas) National Register nomination, 1994.

Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

product in a way impossible for manufactures at the mercy of mass distributors could not.¹⁷ Additionally, the competition had focused attention on low-price lines. Sears and Montgomery Ward's mail order tire price cuts and lower quality tires presented a problem for Firestone. Further, the tire industry suffered from overproduction in the 1930s, a period in which automobile registrations declined.

The weakened buying power of the public during the Depression aggravated each change. The company focused attention on assisting dealers, urging them to take on additional lines and services. Firestone chided the reluctant ones, saying they were afraid they would have to work harder. They increased discounts. They worked to get the dealers on a better footing through emphasis on their individual management. The company provided training to promote efficiency. Through advertising, Firestone tried to establish itself with customer confidence in quality and value, thus making products easier to sell. Harvey Firestone explained to his branches, "The development of real service stations in all of our pivotal centers... is an absolute necessity if we are to hold our place as one of the leaders in the tire industry.... Even though you put up a good service station you will not succeed, as the tire business has changed and you must have large volume at low profits. You must make money on batteries, gasoline, oil and grease and make a real business out of a service station."¹⁸ Firestone continued with heavy advertising programs and their very popular "The Voice of Firestone" radio program. In spite of these steps, hundreds of dealers went broke during the Depression.

Smith grew his business by opening an expanded auto supply department within his store in January of 1935. This was the first time in Amarillo that a complete auto supply business had been combined with a complete service station according to Mr. Smith. The new department was well equipped with display counters which enabled the customer to see the newest supplies. Prompt installation was a big feature. A new horn, a radio, radiator ornament, or other accessory could be installed while the car was being serviced. Prices were competitive with those found anywhere. The store offered credit or a budget plan.¹⁹

Soon, however, the *Amarillo News Globe* reported on December 27, 1936 that the Firestone Tire and Rubber Company was purchasing the half interest of Louis H. Smith's business owned by Mr. Smith, including the double lot and the station. The article said that Harvey F. Firestone owned the balance as a personal investment. The local store name would be changed to Firestone Auto Supply. Firestone's policy was to make company-owned stores in key cities such as Amarillo the wholesale store distributing point for retailers in the wholesale territory. The plan was to make a wholesale store within one and one-half hour drive from every Firestone retailer in the United States so that quick service could be rendered and distributing efficiency achieved. The exact nature of the business relationship is unclear, but by the time of the 1943 city directory, Smith was listed as "manager," rather than as "president and manager" as he had been previously.

Louis H. Smith was apparently a good employer, manager and "a good picker of men" also. The *Amarillo Sunday News & Globe* August 14, 1938, printed a story about his organization highlighting numerous previous Smith employees who had gone on to other prestigious positions in the Firestone organization. For unknown

¹⁷ Lief, Alfred. *The Firestone Story*. pg 209.

¹⁸ Lief, Alfred. *The Firestone Story*.pg 181 -189.

¹⁹ *Amarillo Globe*. January 21, 1935.

Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

reasons, Louis H. Smith resigned as manager in 1944. He and Mrs. Smith moved to Southern California. C. Z Walker was transferred from Lubbock to be the new manager.²⁰

Harvey Firestone, who passed away in 1938, has two recorded visits to Amarillo. Smith was always in the greeting delegation when Mr. Firestone came to town in his private railroad car. Firestone praised Amarillo's attractions but he was particularly interested in nearby Borger's carbon black plants. Carbon black was widely used as a reinforcing agent in the production of automobile tires. These plants, along with the Panhandle's emphasis on petroleum production and refinement likely influenced Firestone's keen interest in maintaining a strong presence in the area.

Business during World War II

Immediately after Pearl Harbor, the Office of Production Management stopped the civilian tires and tubes sales, permitting release only to doctors and essential commercial vehicles. Amarillo had an air base, Pantex Ordnance Plant, numerous oil refineries and it was surrounded by farms and ranches which were essential businesses. In 1942, in an effort to get car owners to part with their old tires to reuse the rubber, President Roosevelt broadcast an appeal to the citizens and every gas station became a collection point; 450,000 tons was collected and converted to 300,000 tons of reclaim. For a while Firestone offered Victory tires, made wholly of reclaim for essential driving. Firestone had the largest rubber reclaiming capacity in the world and was able to supply its outlets with reclaim tires in 1942.²¹ Such sales were permitted for essential civilian driving and for replacement of old tires that could not be recapped or repaired. Firestone advertising urged drivers to visit their dealers for periodic inspection and other aids to extra mileage. An organized plan was put in place to remove glass and tacks, applying a preservative to seal cracks and prevent deterioration, aligning wheels to avoid uneven wear and rotating tires from wheel to wheel.

Gasoline sales diminished as rationing began. World War II dried up the supply for civilian use. One-quarter of gasoline stations in America closed.²² The Amarillo Firestone stopped selling gas and never sold gas again, focusing instead on other Firestone products.

Dealers, as well as company stores, were able to adapt themselves to wartime conditions and thereby to survive. In the realm of retailing and serving the homefront, the principle of diversification proved a source of strength. The company made available such merchandise as housewares, farm equipment, and plumbing supplies for better balanced sales. Items such as gas and electric ranges, refrigerators, washing machines, work clothing, glassware, dinnerware, paints and phonograph records were added.²³ Advertisements in city directories show that the Amarillo store offered this wide range of products at their downtown location.

²⁰ *Amarillo Globe*. November 2, 1944.

²¹ Lief, Alfred. *The Firestone Story*. pg 272-276.

²² Jakle, John. *The Gas Station in America*. pg 276.

²³ Lief, Albert. *The Firestone story*. pg 283, 284.

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Post-War Business

Firestone's planning for future postwar prosperity went into action as early as 1943. The company charted a course for maintaining employment, high-level production and sales, new products and above all, tires for a tire-hungry public.²⁴ Improvements developed during the war soon had given the consumer a smoother and safer ride. All the product improvements made the franchise more valuable. The planning committee had prepared to route war-scarce durable goods to dealers and stores as soon as refrigerator, washing machine and other manufacturers acquired the materials and man power with which to make them. Dealers and company stores sold such a large volume of products besides tires and tubes that postwar goals were surpassed.²⁵ The 1950s saw continued increased business and customer service.

Other changes occurred in the 1950s in Amarillo. Many of the major changes can be linked directly to the automobile. Tremendous population growth once again put pressure on the city. The need for downtown parking led to demolition of smaller and older buildings for parking lots. The older part of the residential neighborhoods filled up and new additions away from the city's center were platted.²⁶ Route 66, which had brought a great volume of business downtown, was rerouted well to the north of downtown in 1953. In the 1960s, the Wolflin Village Shopping Center and the Sunset Center Shopping Center opened in the southwest part of the city, both drawing much of the downtown retail trade away from downtown. Amarillo Medical Center was built in the western part of the city, drawing more construction. New residential construction was also occurring in the southwest.

Amarillo's downtown retail business district continued to decline in the 1970s. It was mostly a banking and office center. The service stations and tire companies downtown suffered. The Firestone store no longer sold home appliances by 1970, focusing instead on tires, retreads, accessories and service. Though they maintained their downtown location, Firestone opened a retread shop in 1973 at 2615 SE 11th Avenue and a smaller tire shop in Amarillo at 2401 S. Western in 1978. The downtown store continued to operate at Tenth & Tyler until 1990 when it moved its merchandise to 2617 SE 10th Avenue. The new store specialized in tires used on farm implements and heavy construction equipment.

Summary of Significance under Criteria A and C:

The Louis H. Smith, Inc. Firestone Store is significant under National Register Criterion A because of its associations with commercial and transportation trends in Amarillo. In the mid-1920s, Amarillo was in the midst of unprecedented growth brought on by a boom in the local petroleum industry. This boom led to enormous population and economic growth and established the former small town as the Panhandle region's urban commercial and transportation hub. This era is also marked by a rapid rise in automobile ownership, traveling motorists, and development of better roads and highways—including Route 66, which was designated through downtown Amarillo in 1926—all of which led to an increase in transportation-related businesses.

²⁴ Lief, Alfred. *The Firestone Story*. pg 339.

²⁵ Lief, Alfred. *The Firestone Story*. pg 363.

²⁶ Amarillo Historic Building Survey. pg 33,34.

Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

By the time the nominated building was constructed in 1930, an evolution was occurring in the automobile gas and supply industries. At the turn of the century the owner of a vehicle would buy either a bucket or a drum of gasoline. This was neither safe nor convenient. The invention of gasoline pumps and storage tanks led to the creation of the filling station, but it offered little more than gasoline, and drivers had to visit other specialty stores for tire and other auto supplies and services. Over time, more automobiles and longer trips led to the need for more service and repairs. The major oil companies and tire distributors met that need with the service station, specifically a one-stop service station with many attendants promoting customer service. The service station was necessary for America to continue its love affair with the car and competition was fierce.

This new concept of the one-stop service station with several departments combined with a filling station introduced a new way of retail and marketing to the traveling public and necessitated a new building form to accommodate its multiple functions and catch the eye of prospective customers who now had an increasing number of options. Unlike the more traditional drive-through filling station that consisted of a small, one-room building with gas pumps under a canopy, these new stations were almost always located on a corner lot with easy access to two streets, and featured plenty of shaded work areas under a large canopy, multiple service bays, showrooms, sales areas, and offices. It was a new type of business that necessitated a new type of building. The Louis H. Smith, Inc. Firestone is significant under National Register Criterion C because it embodies the distinctive characteristics of this building type and period.

Not only does the nominated property's form and design clearly reflect the commercial aspects of auto service at the time, it is also architecturally significant for its high level of craftsmanship and blending of those functional elements with an eclectic mix of Art Deco inspired ornament. Art Deco was the most fashionable style of the 1920s and 1930s, a transitional style that bridged traditional historicist and modern International Style approaches to design. Characteristics of the style include boxy massing, flat roofs, and geometric ornament such as zigzags, chevrons, stylized floral motifs, classical columns and pilasters, fluting, and sunrise and sunburst patterns. Details were typically executed in exotic metals, glass, carved stone and/or cast stone. The style was almost always used in commercial applications versus residential. Though certainly not as exuberant as some examples, the Firestone building's use of polychromatic brick, boxy massing, a geometric ribbon band, stylized floral pilaster capitals, and other cast stone ornamentation clearly associate the building with this popular period architectural style. It is a fine example of a functional building coupled with an elegant style, created to lure the customer with its large canopied drive, stately brick exterior, wide expanse of glass, cast stone ornamentation and four service bays—an eye-catching building erected to entice customers to sample a complete line of goods and services. It is the work of one of the Panhandle's most prolific and respected early 20th century architect, Joseph Champ Berry.

There were 12,000 American filling stations in 1921 and 143,000 by 1927. In Amarillo, the 1931 city directories advertised at least 11 of this new type of station—including the nominated property—that offered multiple services, and dozens more that functioned as a more traditional “filling station.” These businesses tended to cluster along major transportation routes, primarily 6th Avenue, 10th Avenue, and Fillmore Street (all U. S. Highway routes), though they could be found throughout the downtown core and the immediately surrounding neighborhoods.

A Historic Resources Survey of downtown Amarillo in 1981 documented just ten pre-WWII filling and service stations standing at the time. When the U. S. Route 66-Sixth Street Historic District National Register

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nomination was complete in 1992, it documented just 6 filling and service stations, none of which compare in scale to the Firestone building. Today, however, a great many of these gas and service stations in Amarillo have been demolished, such as the 1927 Continental Oil Company Station, which was located just a block from the Firestone building. Of those that survived demolition, most have had the canopies removed or enclosed, such as the 1919 Magnolia Petroleum Building on Polk and 9th Streets. Although several of the smaller gas station buildings still exist in Amarillo, only one service station comparable to the Firestone in architecture and size, and still in its original form, exists – the Adkisson and Gunn Garage/Goodyear Tires (Firestone’s major competitor at that time), located downtown at 616 S. Harrison. The Goodyear building is similar in form and style as the Firestone and is in reasonably good condition. The Firestone and Goodyear buildings are unique in Amarillo in that they have retained their original form and façade, and are among the very few pre-WWII transportation-related resources that have survived demolition or significant alterations.

The Louis H. Smith, Inc. Firestone Store is nominated to the National Register of Historic Places at the local level of significance under Criteria A and C for its association with trends in commerce and transportation, as well as a good representative example of a distinctive architectural type and style. The period of significance begins in 1930, the date of its construction, and ends in 1965, which corresponds to the 50-year threshold of eligibility and includes the dates for which it was a significant auto-related commercial enterprise in downtown Amarillo. The building has experienced little alteration and retains a high degree of integrity.

Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

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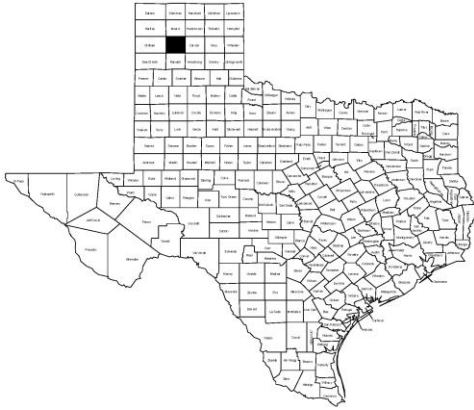
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U. S. Route 66 – Sixth Street Historic District (Amarillo, Potter County, Texas) National Register nomination, 1994.

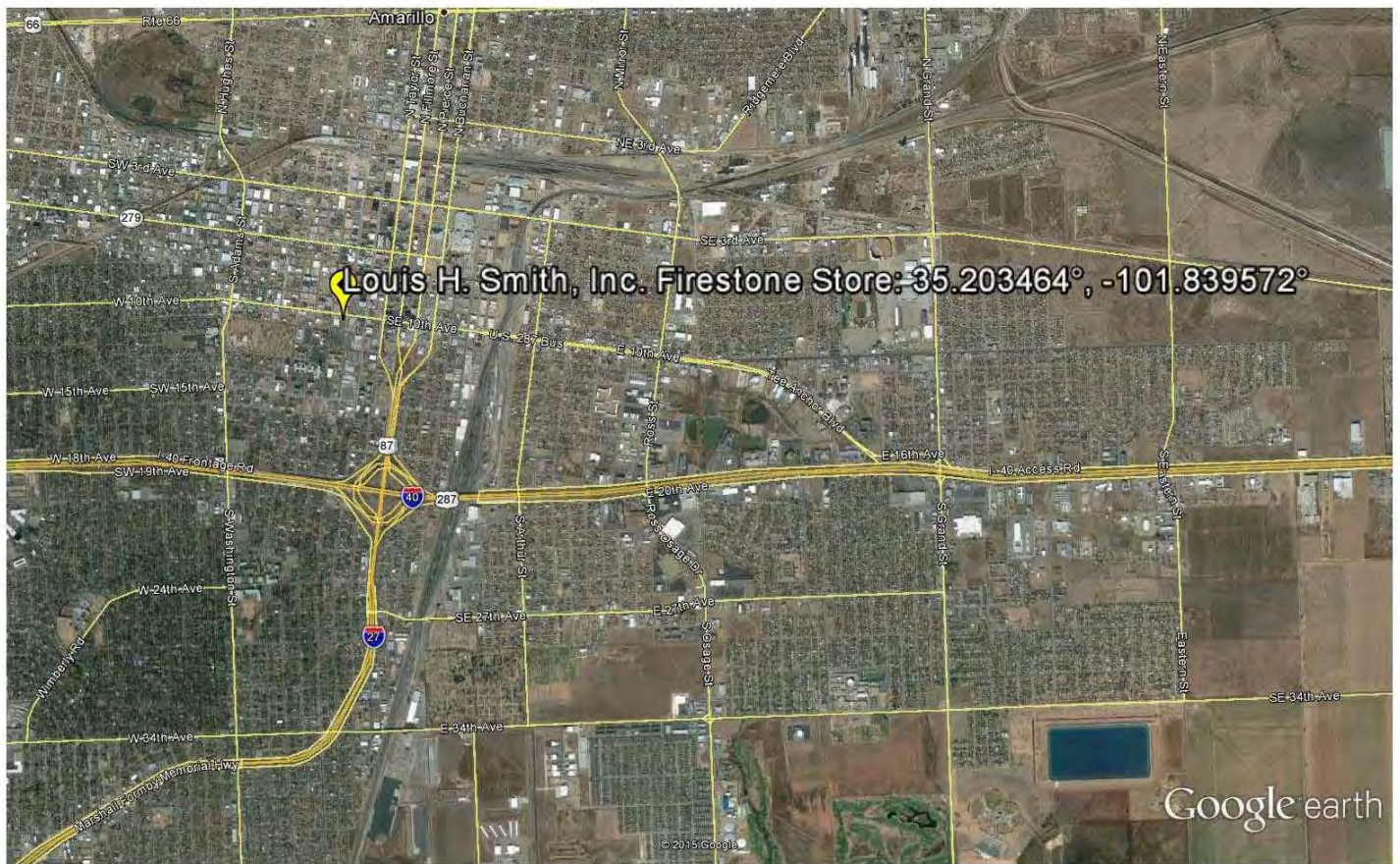
1930 – 1940 United States Federal Census.

Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

Map 1: Potter County (shaded) is located in the northern Texas Panhandle.



Map 2: Scaled Google Earth map depicts nominated property's location within the greater Amarillo area.



Google earth



Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

Map 3: Scaled Google Earth map depicts the nominated property's locational coordinates and boundary.



Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

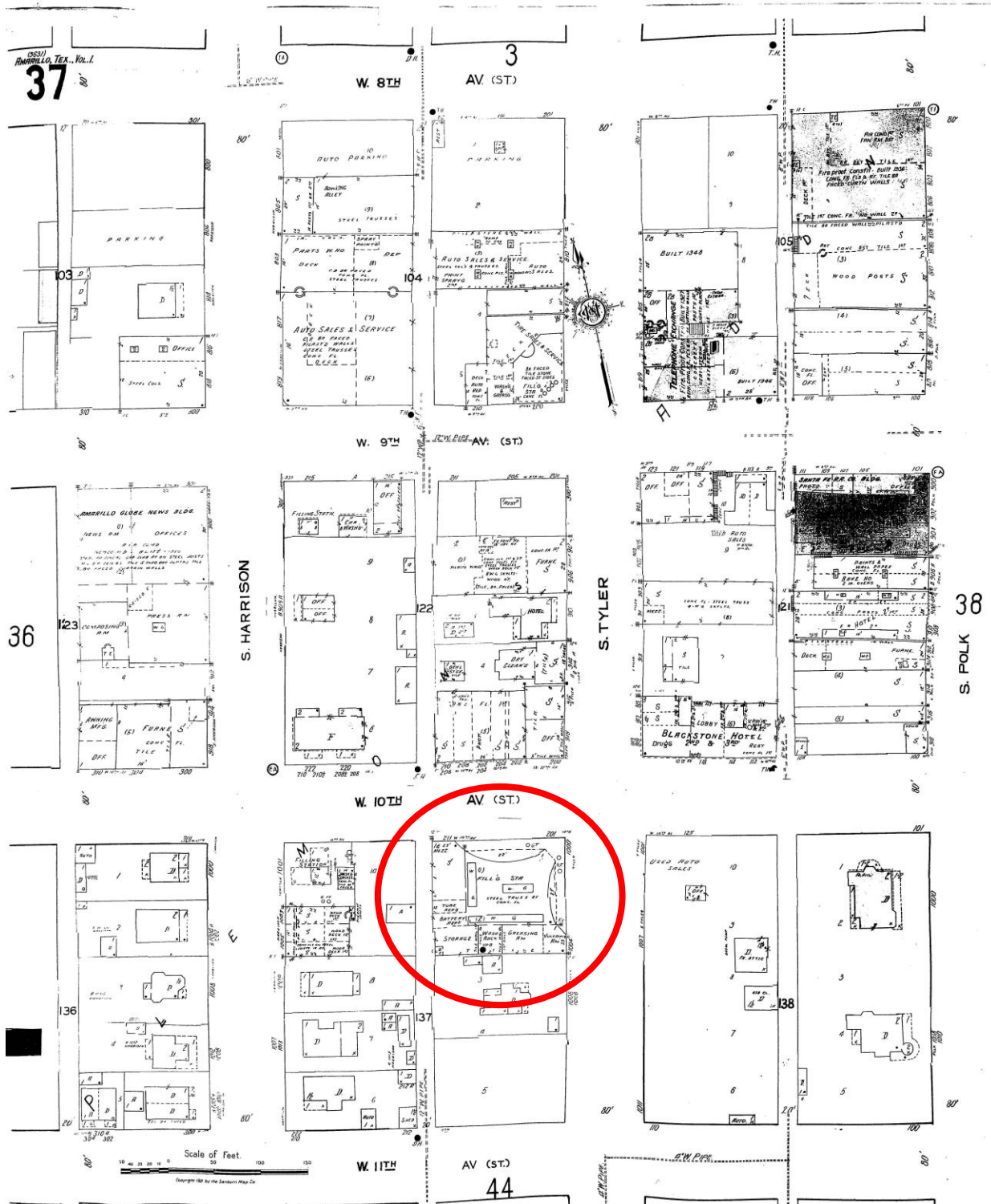
Map 4: 1921 Sanborn Fire Insurance map depicting the neighborhood prior to construction of the nominated property. The future site of the property is circled.



From the collections of the Geography and Map Division, Library of Congress.

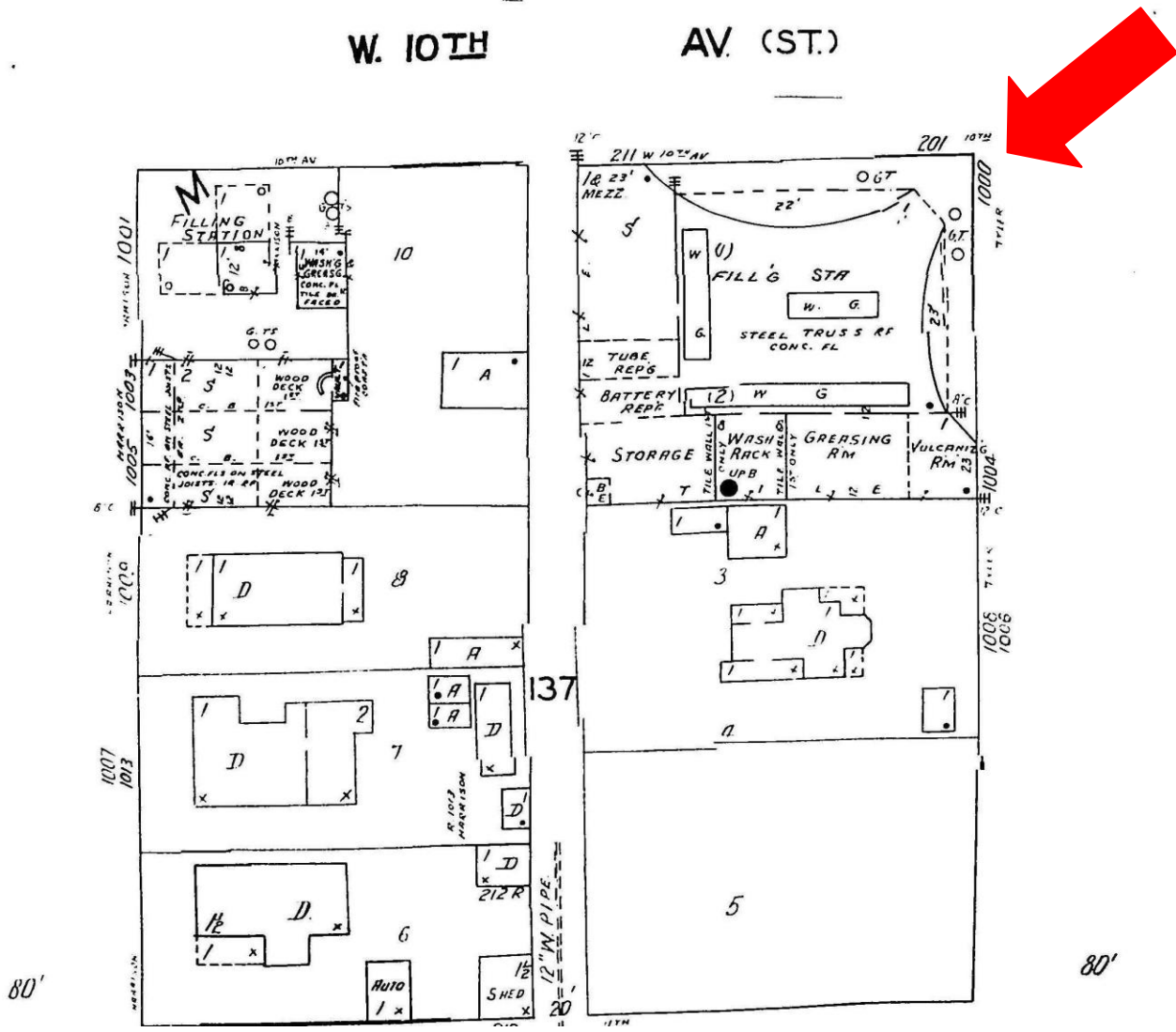
Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

Map 5: The 1955 Sanborn Fire Insurance map was the first to depict the nominated property (circled). Detail on following page.



Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

Map 6: Detail view of the 1955 Sanborn Fire Insurance map. Nominated property noted with arrow.



Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

Figure 1: Announcement of opening. Source: *Amarillo Globe News*, April 15, 1930.

Modern Plant Is Housed in Fine New Building

THOUSANDS EXPECTED TO VISIT ONE OF FINEST FIRESTONE INSTITUTIONS IN SOUTHWEST; RE-FRESHMENTS TO BE SERVED IN EVENING

The new and spacious—the two greatest attractions of the modern plant—is housed in a fine new building which will be at every hand to attract the visitors through the plant and explain the workings of all departments.

Through the Fire-Shop Station, has been in operation for several days the entire day starting at 10 o'clock and continuing until the establishment of the station.

The new plant is housed in a fine new building which will be at every hand to attract the visitors through the plant and explain the workings of all departments.

STATION FORMALLY OPENS TOMORROW

LOUIS H. SMITH'S MODERN "ONE-STOP" SERVICE STATION

80 PER CENT IN CAR'S CHARGED DIRECTLY TO BRAKES, SAY EXPERTS

For safe driving, brakes must be kept in top condition and properly adjusted. This is the opinion of the Fire-Shop Station experts who will show you exactly the way to keep your car in top condition.

It is estimated by these men that 80 per cent of accidents are caused by the fact that the brakes are not properly adjusted. This is why it is so important to have your brakes checked regularly.

The Fire-Shop Station experts will show you exactly the way to keep your car in top condition. They will also show you how to adjust your brakes properly.

Thousands are expected to visit one of the finest Firestone institutions in the southwest. Refreshments will be served in the evening.

The new and spacious—the two greatest attractions of the modern plant—is housed in a fine new building which will be at every hand to attract the visitors through the plant and explain the workings of all departments.

Through the Fire-Shop Station, has been in operation for several days the entire day starting at 10 o'clock and continuing until the establishment of the station.

The new plant is housed in a fine new building which will be at every hand to attract the visitors through the plant and explain the workings of all departments.

MISALIGNMENT CAUSES EXCESSIVE TIRE WEAR, SERVICE EXPERT SAYS

Many of the most common causes of excessive tire wear are due to misalignment of the wheels. This is the opinion of the Fire-Shop Station experts who will show you exactly the way to keep your car in top condition.

It is estimated by these men that 80 per cent of accidents are caused by the fact that the brakes are not properly adjusted. This is why it is so important to have your brakes checked regularly.

ELLIOTT-GREER FURNISH SAFE FOR STATION

The Elliott-Greer safe is a fine addition to the Fire-Shop Station. It is a safe which will protect your valuables from fire and theft.

For safe driving, brakes must be kept in top condition and properly adjusted. This is the opinion of the Fire-Shop Station experts who will show you exactly the way to keep your car in top condition.

WILLIAMS SIGN IS ATTRACTIVE SMITH FEATURE

The Williams sign is a fine addition to the Fire-Shop Station. It is a sign which will attract the attention of the public.

PRESIDENT-GENERAL MANAGER

LOUIS H. SMITH, President and General Manager of the Louis H. Smith, Inc. Fire-Shop Station, Amarillo, Texas. The new station is located at the corner of 4th and Taylor streets and is a fine example of modern architecture.

The Elliott-Greer safe is a fine addition to the Fire-Shop Station. It is a safe which will protect your valuables from fire and theft.

BOSS O. ROGERS OF SIGN CO. SMITH ACHIEVEMENT

O. Rogers of the Sign Co. has achieved a fine feat in the design of the Fire-Shop Station sign.

TRUE RUNNING WHEELS ASSURE TIRE SERVICE

The Fire-Shop Station offers true running wheels for your car. This will assure you of a long and safe ride.

Fast Cars for Fast Service

—So Louis H. Smith Chose Fords!

When some stranded motorist calls 4315 to get help in fixing a flat tire he wants speedy service—and he gets it! Generally, by the time he gets back to the auto from phoning one of Louis H. Smith's fast FORD SERVICE CARS is on the job. Smith wanted cars that would stand up under constant wear and tear and give perfect performance at all times. That's why he chose Ford cars. In order to be satisfied himself he had to satisfy his customers. They demanded speedy service and that called for a light car with a lightning quick get-away.

"When you phone for Service—"

"—they'll come in a FORD!"

An Unusual Example of Commercial Architecture


Berry & Hatch, Architects
 "MASTERS OF DESIGN AND CONSTRUCTION"
 414 Oliver-Eagle Bldg. Phone 7722

Walter Irvin, Inc.
 212 East 4th St. Phone 4315

Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

Figure 2: Ad for Amarillo National Bank, congratulating Smith. Source: *Amarillo Globe News*, April 1933.

Congratulations To Louis H. Smith



Louis H. Smith in three years has developed a medium sized retail tire shop and business into an establishment which is not exceeded in size, facilities and equipment in the Southwest. We take much pride in the fact that Louis H. Smith, Inc., is a customer of ours, and we wish the organization every success and achievement in its new home.

Our bank has been fortunate in the number of its clients who have built their businesses into larger institutions, to the greater profit to themselves, the public they serve, and to the city.

Amarillo National Bank

U. S. DEPOSITORY

Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

Figure 3: Louis H. Smith Firestone Store Ad. Source: *Amarillo Globe News*, May 2, 1931.

Automobile Tires



ONE STOP GETS EVERYTHING!

LOUIS H. SMITH INC.
ONE-STOP SERVICE

Firestone
Gum-Dipped Tires

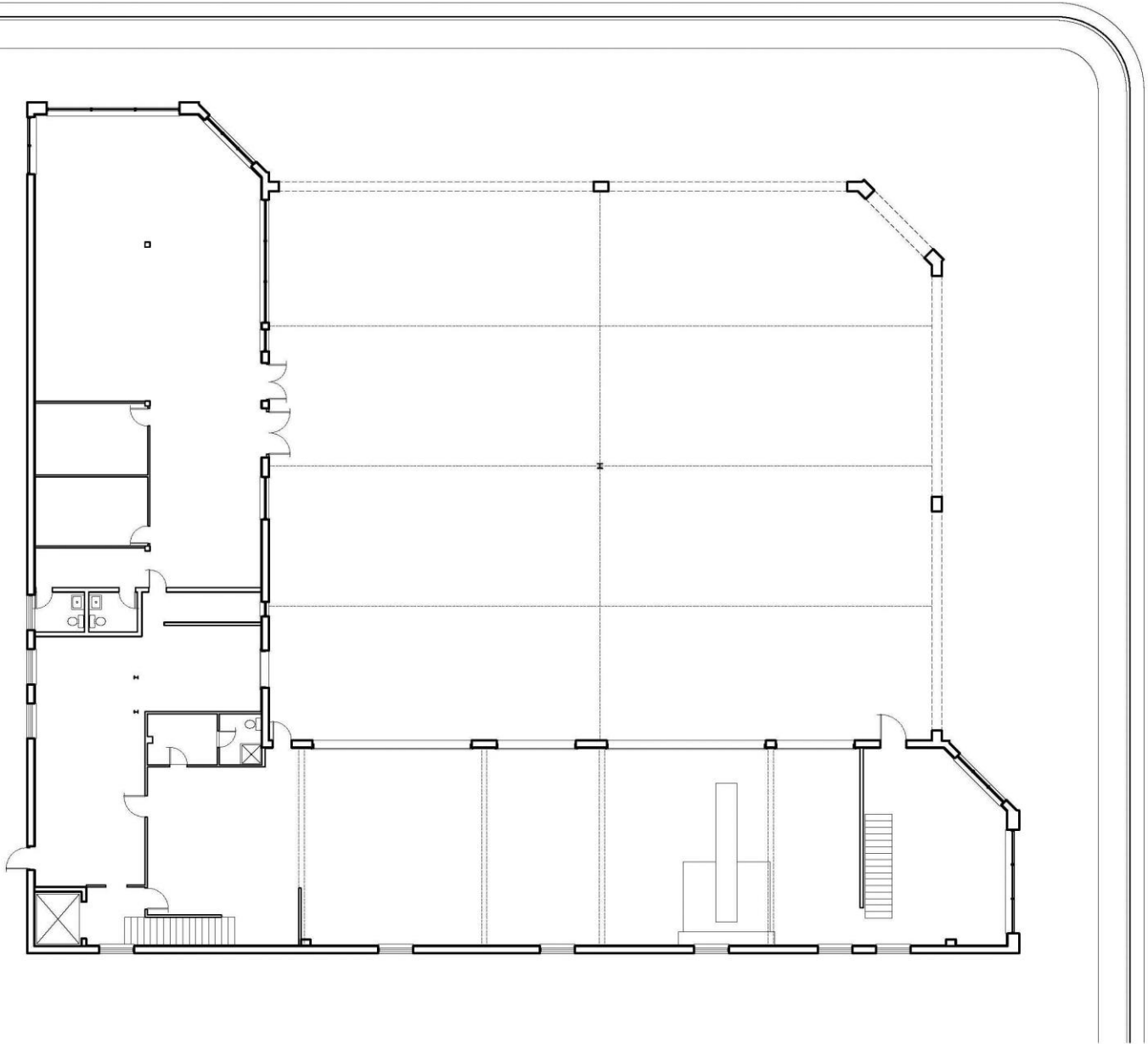
Tenth at Tyler

PHONE 7221

- GAS-OIL-
- GREASING-
- WASHING-
- BRAKE SERVICE
- BATTERIES
- VULCANIZING-
- ROAD SERVICE

Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

Figure 4: Current, existing plan of the nominated property. No scale. Top edge is north (10th Ave.).



firestone building
10th and tyler, amarillo, texas

Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

CURRENT PHOTOS OF THE NOMNATED PROPERTY

The following photos were also submitted to the National Park Service as high quality digital files.

Photo 1: Northeast oblique. Camera facing southwest.



Photo 2: North elevation. Camera facing southwest.



Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

Photo 3:
Detail of north elevation. Camera facing south.



Photo 4:
East elevation. Camera facing west.



Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

Photo 5:
Detail of east elevation. Camera facing northwest.



Photo 6:
Detail of northeast corner. Camera facing up and to the west.



Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

Photo 7:
Partial southwest oblique. Camera facing northeast.



Photo 8:
Canopy detail. Camera facing northwest.



Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

Photo 9:
Service station entrance and garage doors (located beneath canopy). Camera facing southwest.



Photo 10:
Showroom entry, looking out to open canopy. Camera facing northwest.



Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

Photo 11:
Service area doors. Camera facing northeast.



Photo 12:
Service area. Camera facing east.



Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

Photo 13:
Showroom on northwest corner of building. Camera facing north.



Photo 14:
Room in the east-facing elevation. Camera facing northeast.



Louis H. Smith, Inc. Firestone Store, Amarillo, Potter County, Texas

Photo 15:
2nd floor tire storage area. Camera facing north.



Photo 16:
2nd floor tire storage area, over service area. Showing the north facing windows. Camera facing northeast.





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BURKETT
For Amalie City Council Place 3





RANDY
BURKETT
For Amarillo City Council Place 3



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OR BUILD TO SUIT
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DENNIS BEENE
373-1076







UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Smith, Louis H., Inc. Firestone Store

MULTIPLE NAME:

STATE & COUNTY: TEXAS, Potter

DATE RECEIVED: 6/05/15 DATE OF PENDING LIST: 7/07/15
DATE OF 16TH DAY: 7/22/15 DATE OF 45TH DAY: 7/21/15
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 15000451

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: Y PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: Y SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

 ACCEPT RETURN REJECT DATE

ABSTRACT/SUMMARY COMMENTS:

The Louis H. Smith Inc. Firestone Store is locally significant under National Register Criteria A and C in the areas of Transportation, Commerce, and Architecture. Constructed in 1930, as a Firestone-affiliated automobile service and supply center, the one-story, brick and cast stone building is a fine local example of Art Deco commercial design. The L-shaped building's large, covered service area defines the property as a unique functional property type associated with the rise of automobile commerce. Prior to World War II such multi-function commercial operations were common features of downtown areas, often located just off the main commercial street on major transportation routes. Such buildings were important commercial operations and reflected the evolving nature of urban transportation and automobile-related commercial enterprises.

RECOM./CRITERIA Accept Criteria A+C

REVIEWER Paul R. Lusignea DISCIPLINE HISTORIAN

TELEPHONE _____ DATE 7/21/2015

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.

TEXAS HISTORICAL COMMISSION

real places telling real stories

RECEIVED 2280

JUN - 5 2015

TO: Edson Beall
National Park Service
National Register of Historic Places
1201 Eye Street, NW (2280)
Washington, DC 20005

Nat. Register of Historic Places
National Park Service

FROM: *calh* Carlyn Hammons
Texas Historical Commission

RE: New Submission, National Register Nomination
Louis H. Smith, Inc. Firestone Store, Potter County, TX

DATE: June 2, 2015

The following materials are submitted:

<input checked="" type="checkbox"/>	Original National Register of Historic Places form and electronic locational data (in .kmz format) on CD. <i>calh</i> The enclosed disk contains the true and correct copy of the nomination for <u>Louis H. Smith, Inc. Firestone Store</u> to the National Register of Historic Places.
	Resubmitted nomination.
<input checked="" type="checkbox"/>	Original NRHP signature page signed by the Texas SHPO.
	Multiple Property Documentation form on disk.
	Resubmitted form.
	Original MPDF signature page signed by the Texas SHPO.
<input checked="" type="checkbox"/>	CD with sixteen (16) TIFF photograph files.
	Correspondence

COMMENTS:

- SHPO requests substantive review (cover letter from SHPO attached)
- The enclosed owner objections (do) (do not) constitute a majority of property owners
- Other:

