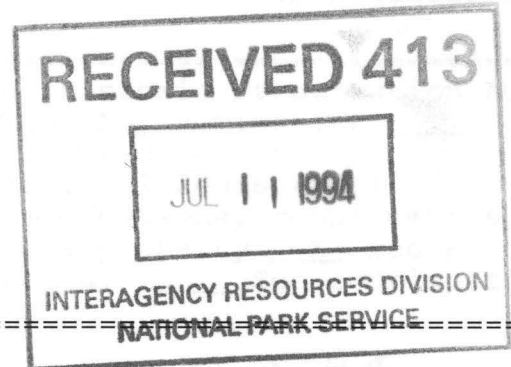


850

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM



=====

1. Name of Property

=====

historic name: Gulf Oil Company Service Station

other name/site number: N/A

=====

2. Location

=====

street & number: SE Corner of Main and S. Third Streets

not for publication: N/A

city/town: Paragould

vicinity: N/A

state: AR county: Greene code: AR 055 zip code: 72450

=====

3. Classification

=====

Ownership of Property: Private

Category of Property: Building

Number of Resources within Property:

Contributing	Noncontributing
<u>1</u>	<u> </u> buildings
<u>2</u>	<u> </u> sites
<u>3</u>	<u> </u> structures
	<u> </u> objects
	<u>0</u> Total

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

Name of related multiple property listing: N/A

=====

7. Description

=====

Architectural Classification:

Craftsman

Other Description: Mediterranean

Materials: foundation Concrete roof Asphalt
walls Brick other Metal

Describe present and historic physical appearance. X See continuation sheet.

=====

8. Statement of Significance

=====

Certifying official has considered the significance of this property in relation to other properties: local.

Applicable National Register Criteria: C

Criteria Considerations (Exceptions): N/A

Areas of Significance: Architecture

Period(s) of Significance: 1926

Significant Dates: N/A

Significant Person(s): N/A

Cultural Affiliation: N/A

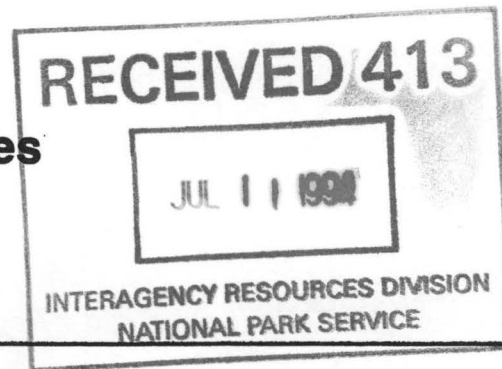
Architect/Builder: Unknown

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.
X See continuation sheet.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7 Page 1



Summary

Located at the southeast corner of Main and South Third Streets in Paragould, the Gulf Oil Service Station is a brick "box-and-canopy" type station that was constructed in 1926. Designed in a vaguely Mediterranean style, the gas station is virtually unaltered on the exterior and interior. An associated metal-ramp car lift and a wood-frame wash shed are included in the nomination, although the wash shed is scheduled to be removed.

Elaboration

The Gulf Oil Service Station was constructed in 1926 at the corner of Main and South Third Streets in Paragould. The building is a single-story, rectangular plan station of the "box-and-canopy" type that predominated in early gas station design. Resting upon a continuous concrete foundation, the "box" and dual columns are constructed of reddish brown tapestry brick that is accentuated with yellow glazed-brick insets on the columns and corner pilasters. A flat roof behind a parapet covers the entire structure. Below the parapet, an entablature consisting of a projecting metal cornice, modillions, egg-and-dart molding, and a wide frieze encircles the station. There is one central interior brick chimney. The combination of a simple plan, Craftsman windows, and the applied classical ornamentation creates an appearance that is distinctive and distinguished but expressive of no clear architectural style. Nevertheless, a vaguely Mediterranean effect is achieved.

The front, or northwest, elevation presents the columned-front of the canopy or *porte cochere*, which is longer in proportion to the box. The two columns each contain a long panel of the yellow glazed-brick, which are laid vertically with a three-brick width. Near the top of the columns, the panels are interrupted by four layers of the brown brick and capped with three vertical yellow-glazed bricks. In the interim space, an ornate metal light fixture is placed on the northeast side of the northern column and the southwest side of the southern column. The two columns extend above the metal cornice and are slightly taller than the roof parapet. Above the cornice, the columns are decorated on each side with three juxtaposed yellow glazed-bricks set diagonally. The three pumps were removed by the Gulf Oil Company in 1969 when the station closed. At the base of the southern column, a water valve fixture remains as does a pipe fitting for the air hose. The plaster ceiling of the *porte cochere* has deteriorated and fallen in a few places from a leaking roof that has, however, recently been repaired. Four light fixtures remain.

The box is divided into four rooms: an office, two bathrooms, and a room for parts, tools, air compressor, and other related equipment. The front elevation is symmetrically arranged with

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 2

a central single-leaf door that leads into the office. This original wood door features a twelve-pane, three-quarter light and a four-pane transom. A large four-over-one, double-hung window with an identical four-pane transom is located to either side of the doorway.

The four corners of the box are defined by wrap-around pilasters that are of the same height and width dimensions as the porch columns. Likewise, the pilasters are ornamented with yellow brick panels identical to those on the columns and include the same type of light fixtures on the northeast and southwest sides respectively. The northeastern elevation contains a panelled wood door with a four-pane transom near the rear pilaster but is not otherwise fenestrated. This door accesses the parts/tool room. The wall to the northwest of the door, however, is ornamented with decorative brickwork creating the outline of a rectangle. An identical door and transom is placed in the center of the rear, or southeastern, elevation. This door, which enters into one of the restrooms, is flanked by two small one-over-one, double-hung windows with textured glass. The window to the right of the door is placed asymmetrically near the corner pilaster. The window to the left of the door is in the center of the wall space and illuminates the bathroom accessed by an identical door on the southwestern elevation. Other than this door, the southwest elevation contains a four-over-one, double-hung window and four-pane transom like the front elevation windows. The lower pane of this window has been broken and is currently covered by a white-painted board.

The interior retains virtually all of its historic integrity and appears largely as it did when the station was closed in 1969. Although there is no interior detail on the scale of the exterior, the original counters, fixtures, and the small safe remain in the office.

There are two ancillary structures associated with the gas station. A metal-ramp car lift is located in the open to the south of the gas station. The air tank and valves are present, and the lift is still functional. A small frame outbuilding, known as the "grease house," was located behind the car lift to the east. It was removed c. 1990. To the southwest of the car lift is the gable-roof "wash rack," which was constructed shortly after the gas station. This structure extends into the property lot to the south of the station and is constructed level with the station parking lot but below the grade of the adjacent lot. The wash rack has a concrete floor with a drain and concrete retaining walls that support six wood posts. The low-pitched gable roof is covered with composition shingles, and a band of lattice work is found under the eaves on three sides, while the front contains vertical stick work. Unfortunately, this structure is scheduled to be destroyed sometime this summer.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 1

Summary

The Gulf Oil Service Station is being nominated under Criterion C with local significance as the best extant example of a historic gas station in Paragould.

Elaboration

The community of Paragould was founded in 1882 when the Texas and St. Louis Railroad crossed lines with the St. Louis, Iron Mountain, and Southern Railroad in southeastern Greene County. The Texas and St. Louis was chartered in east Texas in 1877 by a former Confederate officer, J. P. Douglas, to facilitate faster transportation and a wider market for the products of his fruit orchards. Douglas made arrangements with the owners of the Iron Mountain Railroad and began construction of a narrow-gauge line called the Tyler Tap Line that would connect with the Iron Mountain at Texarkana. Unfortunately, construction setbacks and financial difficulties soon forced Douglas to cease work on the line and search for new financing.

In St. Louis, Douglas found a partner in Colonel James Paramore, a former Union officer from Ohio. Paramore operated the St. Louis Cotton Compress Company and was interested in securing direct transportation of Texas cotton to his mills in St. Louis. The Texas and St. Louis Railroad Company was formed, and Paramore was, somewhat surprisingly, able to obtain financial backing from several New York bankers. After the creditors were paid and construction resumed, Douglas left the nascent railroad to pursue other interests, and Paramore became president of the fledgling company. Unfortunately, before the Texas and St. Louis could connect with the Iron Mountain line in Texarkana, railroad mogul Jay Gould purchased the Iron Mountain and revoked all Texarkana traffic agreements made by the previous owners.

Without an outlet to a major line, the Tyler Tap Line was now useless, and Gould naturally expected that Paramore would have to sell his interests in the company or face bankruptcy. Paramore, however, rejected Gould's offer and started construction of an independent line, as far away from the Gould lines as possible, through Arkansas and Missouri to Cairo, Illinois. Gould, determined to break Paramore at all costs, ordered his railroad to cross the lines of the Texas and St. Louis whenever possible, thereby dividing the business Paramore expected to receive. In Greene County, the two lines arrived, almost simultaneously, at the site of present day Paragould in 1882. Myrl Rhine Mueller noted in her *A History of Greene County, Arkansas* that ". . . a silver spike was *not* driven at this juncture."

The fierce competition between Paramore and Gould ensured the success of the future town, for the area now had complete transportation facilities in all directions. In her book, Mueller

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Continuation Sheet**

Section number 8 Page 2

described the origin of the new town's name:

In searching for a suitable name to submit to the Post Office for the proposed town, a group of citizens, led by Dr. Edrington, came up with the idea of coining a unique and original name honoring the presidents of the two railroads who had played leading roles in a classic railroad drama. By combining syllables from each of the names, Para-Gould was invented and accepted by the Post Office in July, 1882.

Mueller goes on to note that Gould "pettishly" refused to use the new name for his station because he resented having his name linked with that of Paramore; moreover, his name had been relegated to the last syllable. The Iron Mountain used the name of Parmley for several years on their station and schedules until the resultant confusion among arriving passengers finally became too much for the company to ignore. The hyphenation of the two syllables was also dropped at some point in the early years of the town. Paragould was incorporated on March 3, 1883.

The new community grew quickly, and in 1884 a campaign was initiated to move the county seat from Gainesville, which had held that honor since 1840, to Paragould. This issue bitterly divided not only the residents of Gainesville but the entire county as well. After months of bitter controversy, a referendum was held in September, 1884, in which the Paragould faction won by a narrow margin, 943 to 707.

By 1920, Paragould had grown into a thriving town of 6,306 people. Greene County's vibrant timber industry, which was made possible by the transportation afforded by its two railroads (known at this time as the Missouri Pacific and the St. Louis and Southwestern or "Cotton Belt"). The town could boast of four banks, two department stores (one containing three stories), two newspapers, a pressed brick factory, a tile factory, an ice and cold storage plant, a flour mill, two spoke factories, three cotton gins, the Missouri Pacific railroad shops, a post office, an 800-seat theater, a telephone exchange, and other assorted businesses. Paragould also claimed one of the finest hotels in Arkansas in the Vandervoort. In light of the town's prosperity, the Chamber of Commerce proudly adopted as its slogan the epithet "You'll like Paragould."

Although the railroads spawned the town of Paragould and provided economic growth in conjunction with the timber industry, a new mode of transportation, the automobile, had become popular for many people in Paragould and the surrounding countryside. Among the changes to the town's landscape brought on by the mass use of the automobile was the gas

**United States Department of the Interior
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**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 3

station. Nationwide, gasoline had been sold at various Main Street retail businesses before the advent of the gas station. About 1905, the Automobile Gasoline Company built a chain of purpose-built "gas stations" in St. Louis. Soon, this new commercial building species would be found in every town and city in the country.

The Gulf Oil Company Service Station in Paragould was constructed in 1926 and owned and operated by Bob Cole. After Cole, Bill DeVoll operated the station for many years before Paul Phillips, who went to work at this station about 1943, purchased the business in 1944 or 1945. Phillips is credited with maintaining and preserving the historic appearance of the building. After he closed the gas station in 1969, Phillips repeatedly refused offers to rent the building for various businesses because he preferred that the building be left in its original state. His widow, Ruby Phillips, now owns the station.

While the Gulf Oil Service Station was not the first of this new architectural genre in Paragould, it is undoubtedly the finest extant example of its type and style in Paragould and Greene County. Moreover, by virtue of its near-perfect historic integrity, the Gulf Oil Service Station stands as the best example of a historic gas station of any type or style in the county. For these reasons, it is being nominated under Criterion C with local significance.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 9 Page 1

Bibliography

Herndon, Dallas T. *Centennial History of Arkansas*. Chicago-Little Rock: The S. J. Clarke Publishing Company, 1922. Vol. I.

Interview with Ruby Phillips, April 4, 1994.

Mueller, Myrl Rhine. *A History of Greene County, Arkansas*. Little Rock: Parkhurst Book Design, 1984.

=====

9. Major Bibliographical References

=====

X See continuation sheet.

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
- ☐ Other state agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other -- Specify Repository: _____

=====

10. Geographical Data

=====

Acreage of Property: Less than one

UTM References: Zone Easting Northing Zone Easting Northing

A	<u>15</u>	<u>726260</u>	<u>3992690</u>	B	___	___	___
C	___	___	___	D	___	___	___

___ See continuation sheet.

Verbal Boundary Description: ___ See continuation sheet.

Beginning at a point formed by the intersection of the eastern curbline of S. Third St. and a line formed by the rear, or southern, elevation of the wash rack, proceed east along this line to a point formed by the intersection of said line and a concrete retaining wall that runs north-south and delineates the adjacent parking lot for a grocery store; thence proceed north along the retaining wall to the intersection with the southern curbline of Main Street; thence proceed west along the curbline to the intersection with the eastern curbline of S. Third St.; thence proceed south along the curbline to the point of beginning.

Boundary Justification: ___ See continuation sheet.

This boundary includes all of the property historically associated with this resource that retains its integrity.

=====

11. Form Prepared By

=====

Name/Title: Patrick Zollner, National Register Historian

Organization: Arkansas Historic Preservation Program Date: 06/21/94

Street & Number: 323 Center, 1600 Tower Bldg. Telephone: (501) 324-9880

City or Town: Little Rock State: AR ZIP: 72201

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Gulf Oil Company Service Station

MULTIPLE
NAME:

STATE & COUNTY: ARKANSAS, Greene

DATE RECEIVED: 7/11/94 DATE OF PENDING LIST: 7/28/94
DATE OF 16TH DAY: 8/13/94 DATE OF 45TH DAY: 8/25/94
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 94000850

NOMINATOR: STATE

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 8-16-94 DATE Entered in the
National Register

ABSTRACT/SUMMARY COMMENTS:

RECOM./CRITERIA _____
REVIEWER _____
DISCIPLINE _____
DATE _____

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

CLASSIFICATION

___ count ___ resource type

STATE/FEDERAL AGENCY CERTIFICATION

FUNCTION

___ historic ___ current

DESCRIPTION

___ architectural classification
___ materials
___ descriptive text

SIGNIFICANCE

Period Areas of Significance--Check and justify below

Specific dates Builder/Architect
Statement of Significance (in one paragraph)

___ summary paragraph
___ completeness
___ clarity
___ applicable criteria
___ justification of areas checked
___ relating significance to the resource
___ context
___ relationship of integrity to significance
___ justification of exception
___ other

BIBLIOGRAPHY

GEOGRAPHICAL DATA

___ acreage ___ verbal boundary description
___ UTM's ___ boundary justification

ACCOMPANYING DOCUMENTATION/PRESENTATION

___ sketch maps ___ USGS maps ___ photographs ___ presentation

OTHER COMMENTS

Questions concerning this nomination may be directed to

Phone _____

Signed _____

Date _____



Gulf Oil Company Service Station

Greene Co., Arkansas

Photograph by Ken Story

April 1989

Negative on file at AHPP

View from the southwest



Gulf Oil Company Service Station

Greene Co., Arkansas

Photograph by Ken Story

April 1989

Negative on file at AHAP

View from the northwest



Gulf Oil Company Service Station

Greene Co., Arkansas

Photograph by Ken Story

April 1989

Negative on file at AHPP

View of eave detail & ornamental
light fixture from the east



Gulf Oil Company Service Station
Greene Co., Arkansas
Photograph by Ken Story
April 1989
Negative on file at AHPP
View from the east



Gulf Oil Company Service Station

Greene Co., Arkansas

Photograph by Ken Story

April 1989

Negative on file ~~at~~ at AHPP

View from the east



Gulf Oil Company Service Station

Greene Co., Arkansas

Photograph by Ken Story

April 1989

Negative on file at AHPP

View from the west



Gulf Oil Company Service Station

Greene Co., Arkansas

Photograph by Patrick Zollner

April 1994

Negative on file at AHPP

View of interior office
from the northeast



Gulf Oil Company Service Station

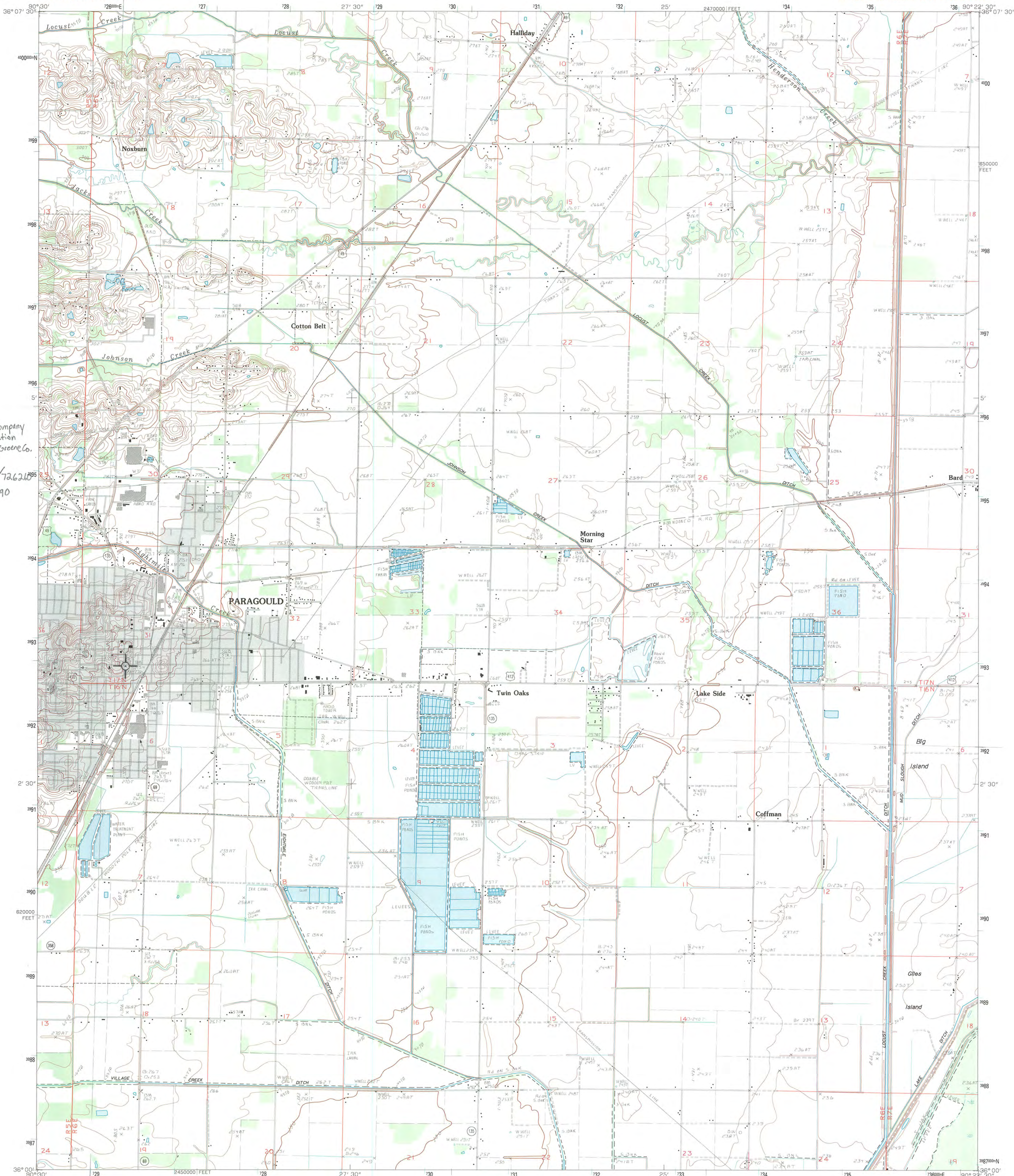
Greene Co., Arkansas

Photograph by Ken Story

April 1989

Negative on file at AHPP

View of "wash rack" from the northwest



Gulf Oil Company
Service Station
Paragould, Greene Co.
Arkansas
VTM: 15/726260
3992690

PRODUCED BY THE UNITED STATES GEOLOGICAL SURVEY
CONTROL BY.....USGS AND NOS/NOAA
COMPILED FROM AERIAL PHOTOGRAPHS TAKEN.....1978 AND 1980
FIELD CHECKED.....1982. MAP EDITED.....1983
PROJECTION.....LAMBERT CONFORMAL CONIC
1000-METER UNIVERSAL TRANSVERSE MERCATOR TICS (BLUE). ZONE 15
10,000-FOOT STATE GRID TICS.....ARKANSAS, NORTH ZONE
UTM GRID DECLINATION.....1°31' EAST
1992 MAGNETIC NORTH DECLINATION.....1°30' EAST
VERTICAL DATUM.....NATIONAL GEODETIC VERTICAL DATUM OF 1929
HORIZONTAL DATUM.....1927 NORTH AMERICAN DATUM (NAD 27)
North American Datum of 1983 (NAD 83) is shown by dashed
corner ticks. The values of the shift between NAD 27 and NAD
83 for 7.5-minute intersections are given in USGS Bulletin 1875
There may be private inholdings within the boundaries of any
Federal or State reservations shown on this map
No distinction made between houses, barns, and other buildings
Gray tint indicates area in which selected buildings are shown
Photospectred from 1990 source, no major culture or drainage
changes observed. Boundaries revised and names verified in 1992

PROVISIONAL MAP
Produced from original
manuscript drawings. Infor-
mation shown as of date of
photography. 1

SCALE 1:24 000
1 000 0 1000 2000 3000 4000 5000 6000 7000 8000 9000 10000
MILES
1 000 0 1000 2000 3000 4000 5000 6000 7000 8000 9000 10000
KILOMETERS
CONTOUR INTERVAL 5 FEET
CONTROL ELEVATIONS SHOWN TO THE NEAREST 0.1 FOOT
OTHER ELEVATIONS SHOWN TO THE NEAREST FOOT
To convert feet to meters multiply by 30.48
To convert meters to feet multiply by 3.2808

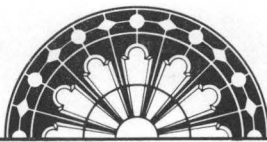
THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
AND THE ARKANSAS GEOLOGICAL COMMISSION, LITTLE ROCK, ARKANSAS 72204



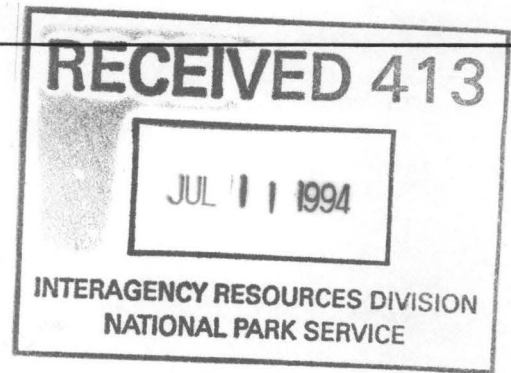
1	2	3	Lafe
4	5	6	Marmaduke
7	8	9	Paragould West
10	11	12	Cardwell
13	14	15	Broadland
16	17	18	Dibale
19	20	21	Leachville

ROAD LEGEND
Improved Road
Unimproved Road
Trail
Interstate Route U.S. Route State Route

PARAGOULD EAST, ARKANSAS
PROVISIONAL EDITION 1983
MINOR REVISION 1992
36090-A4-TF-024



ARKANSAS
HISTORIC
PRESERVATION
PROGRAM



July 11, 1994

Carol D. Shull
Chief of Registration
United States Department of the Interior
National Register of Historic Places
National Park Service
800 North Capitol Street, Suite 250
Washington, DC 20002

RE: Gulf Oil Company Service Station
Paragould, Greene County

Dear Carol:

We are enclosing for your review the nomination of the above referenced property. The Arkansas Historic Preservation Program has complied with all applicable nominating procedures and notification requirements in the nomination process.

Thank you for your consideration in this matter.

Sincerely,

Cathy Buford Slater
State Historic Preservation Officer

CBS:kg

Enclosures

