NPS Form 10-900 (Rev. 10-90)

United States Department of the Interior National Park Service

1124

AUG 2 4 2000

NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

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

an Romo.				
				=======
historic name: Cave Creek Service S				
other names/site number: N/A				
======================================				
	Road county: Maricopa	code: 013	not for publication: _N/A_ vicinity: _N/A_ zip code: 85331	
3. State/Federal Agency Certificatio	n			
As the designated authority under the nomination request for properties in the National Register of 36 CFR Part 60. In my opinion, to recommend that this property be considered for additional comments.)	determination of eligil Historic Places and med he property <u>X</u> med sidered significant	bility meets the ets the procedura ets does n	documentation standards for reland professional requirements so to meet the National Register (egistering et forth in Criteria. I
James W Jaman	ATSHPU		1) Augus7 20 Date	000
Signature of certifying official ARIZONA STATE State or Federal agency and bureau	PARKS		Date	
n my opinion, the property mee for additional comments.)	ets does not meet	the National Rec	gister criteria. (See continuat	ion sheet
Signature of commenting or other offi	cial		Date	
State or Federal agency and bureau				

USDI/NPS NRHP Registration Form Cave Creek Service Station Maricopa County, Arizona

4. National Park Service Certification	
I hereby certify that this property is: see continuation sheet. tetermined not eligible for the National Register removed from the National Register other (explain): other (explain):	
) ah	
Signature of Keeper	Date of Action
5. Classification	
Ownership of Property (Check as many boxes as apply) _X_ private public-local public-State public-Federal Category of Property (Check only one box) _X_ building district site structure object	
Number of Resources within Property	
Contributing 1 buildings sites structures objects1_ Total	
Number of contributing resources previously listed in the National Regist	er:N/A
Name of related multiple property listing:N/A	

6. Function or Use	
Historic Functions (Enter categories from instructions) Category: TRANSPORTATION	Subcategory: Road-related (vehicular/service station)
Current Functions (Enter categories from instructions) Category: INDUSTRY/PROCESSING/EXTRACTION	Subcategory: Industrial storage (warehouse)
7. Description	
Architectural Classification Category: MODERN MOVEMENT Subcategories:	Streamline Moderne/International
Materials Foundation: CONCRETE Walls: METAL/Steel Roof: METAL/Steel Other: N/A Narrative Description (SEE CONTINUATION SHEETS 6-8)	
======================================	
8. Statement of Significance	
Applicable National Register Criteria (Mark "x" in one or more Register listing)	boxes for the criteria qualifying the property for National
A Property is associated with events that have made a sign	nificant contribution to the broad patterns of our history.
B Property is associated with the lives of persons significa	nt in our past.
_X C Property embodies the distinctive characteristics of a type work of a master, or possesses high artistic values, or re components lack individual distinction.	
D Property has yielded or is likely to yield information impo	ortant in prehistory or history.
Criteria Considerations (Mark "X" in all the boxes that apply.) A owned by a religious institution or used for religion C a birthplace or a grave D a cemetery E a reconstructed building, object, or structure F a commemorative property G less than 50 years of age or achieved significance.	

Maricopa County, Arizona Areas of Significance (Enter categories from instructions) ARCHITECTURE Period of Significance circa 1936-1953 **Significant Dates** 1936 (patent date) c1936 (construction in Phoenix) 1952 (relocation to Cave Creek) Significant Person N/A **Cultural Affiliation** N/A Architect/Builder Aldrich, Ralph N. (industrial designer); Permutt, Gerry (moved station in 1952) Narrative Statement of Significance (SEE CONTINUATION SHEETS 9-11) 9. Major Bibliographical References Bibliography (SEE CONTINUATION SHEET 12) Previous documentation on file (NPS) _X_ preliminary determination of individual listing (36 CFR 67) has been requested (Tax Act Certification - Part One) ___ 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 X Other

Name of repository: Cave Creek Museum, 16140 Skyline Drive, Cave Creek, AZ 85331

10. Geographical Data

Acreage of Property __less than 1__

UTM References (See accompanying USGS map, Figure 1, for point reference)

Zone 12 412325*E* 3743740*N*

Verbal Boundary Description

The property is a rectangular parcel measuring 50×87 ft. The north boundary lies 5 ft north of the north end of the station's canopy, at the edge of Cave Creek Road. The east boundary lies 15 ft east of the east end of the building's foundation. The south boundary lies 15 ft south of the south end of the foundation. The west boundary lies 15 ft west of the west end of the foundation.

Boundary Justification

The boundary includes the service station and the pavement immediately surrounding it.

11. Form Prepared By

date: January 2000

name/title: Pat Haigh Stein

organization: Arizona Preservation Consultants

street/number: 6786 Mariah Drive telephone: (520) 714-0585

city or town: Flagstaff state: AZ zip code: 86004

Additional Documentation

Continuation Sheets (pages 6-13)

Maps

A USGS map (Cave Creek, Ariz., 7.5 minute quadrangle) indicating the property's location (Figure 1)

Description and drawings of 1935-1936 patent design 98470 (Figures 2a and 2b)

Elevations and floor plan of Cave Creek Service Station as found in 1999 (Figure 3)

Photographs

Representative black and white current photographs of the property (Photos 1-2)

1958 black and white photograph (Photo 3)

Additional items

None

Property Owner Information

name: Bruce St. Germaine, Black Mountain Commercial Center

street & number: P.O. Box 82 telephone: (480) 488-8668

city or town: Cave Creek state: AZ zip code: 85237

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DESCRIPTION

SUMMARY

The property is a good example of a style of automobile service station designed in 1935 and patented in 1936 by Ralph N. Aldrich for Standard Stations, Inc., a division of Standard Oil of California. The station is a prefabricated building consisting of galvanized steel panels on a frame of steel girders. The design reflects the Modern Movement, showing elements of the Streamline Moderne and International styles. Character-defining elements include the building's strong horizontal emphasis, smooth wall surface, flat roof with beveled coping at the roofline, extensive glazing, elongated canopy, minimal decoration, and streamlines on the canopy columns and entry surround. The station was originally erected in Phoenix circa 1936. In 1952 it was moved to Cave Creek, where it functioned as a service station until the late 1980s. The move did not adversely affect the architectural qualities that make the property significant.

Appearance

The service station lies in Cave Creek about 30 miles north of the state capital and county seat of Phoenix. The station faces north onto Cave Creek Road, the main street that historically connected the desert foothills community with the metropolitan area. When the station was erected on this site in 1952, Cave Creek Road had two lanes. It now has four lanes and a median, but still accommodates only low-speed traffic. The property is adjoined on the south by a trailer park, on the west by an office building, on the north by the road, and on the east by retail shops. This unpretentious cluster of buildings, dating variously from the 1930s to the 1970s, comprises Cave Creek's center and downtown.

The station has a prefabricated structural system consisting of galvanized steel panels on steel girders. It rests on a concrete pad that extends several feet beyond the walls, forming pavement around the building. Other construction materials include: wood, used for doors and cabinets; plate glass, used for windows of the office, garage doors, and restrooms; and fluorescent tube lighting, attached under the canopy and inside the building. All of these materials appear to be original.

Many prefabricated service stations of the 1930s, 1940s, and early 1950s had porcelain enamel surfaces. The material was made from a soft sheet of steel, called "enameling stock," covered with a layer of "frit," minute particles of shattered glass resulting from the contact of molten glass with cold water. Frit-covered steel was placed in fusing ovens at high temperatures to create a hard-surfaced material (Jakle and Sculle 1994:241). The advantage of enameled stations was that they presented gleaming, sanitary surfaces to motorists but took only minutes to clean. However, there is no evidence that the Cave Creek station ever had such cladding. On the contrary, its galvanized steel panels appears to have been factory-painted with oil-based pigment (white with red trim) that has oxidized to a fine chalk through time.

The building consists of two zones: the building proper, containing an office, service bay, storage room, and two restrooms; and a canopy, which was designed to shelter attendants as they pumped gas. Scholars of service stations

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(including Liebs 1985; Witzel 1992; and Jakle and Sculle 1994) would classify the Cave Creek property as "an oblong box," a form that became popular during the Great Depression. Section 8 of this nomination provides an architectural history of this station type.

The building reflects a minimalist approach to architecture that is clearly within the Modern Movement. Borrowing from the Streamline Moderne and International styles, the design was meant to convey an appearance of speed, efficiency, and progress. The design was also intended to enhance product recognition. The station was designed to be a "Standard Station" associated with Standard Oil of California. The industrial designer therefore included an element that became a Standard Station trademark: an elongated canopy (Jakle and Sculle 1994:147). The long canopy on the Cave Creek station today remains its most striking feature. Measuring 12' wide by 32' 5" long, the structure is only 2' shorter than the rest of the building to which it is attached. Two columns support the far end. Three-inch steel pipes form their structural core. Surrounding each pipe is a matrix of steel girders clad with galvanized steel panels to form 15" square columns. The columns are impressed with pinstripes (streamlines) for nearly their entire height. The same motif repeats around the building entry at the other end of the canopy.

The base of one of the canopy columns bears a porcelain enamel plaque reading "PATENT NO. DES. 98470." Its meaning was deciphered using the patent microform collection archived in the Noble Science Library at Arizona State University. The plaque indicates that patent #98470 was indeed a design for a service station. The industrial designer was Ralph N. Aldrich of San Francisco, assignor to Standard Stations, Inc., also of San Francisco. Aldrich applied for the patent on December 9, 1935, and received it on February 4, 1936. In the two-page patent document, Aldrich stated that he had invented a "new, original, and ornamental Design for a Service Station" (see Figure 2a) and provided plan and perspective drawings of it (see Figure 2b).

A comparison of patent drawings (Figure 2b) with current drawings and photographs (Figure 3; Photos 1 and 2) indicates that the Cave Creek building closely matches Aldrich's prototype. The design and plan are remarkably unaltered: the sleek canopy is attached to a glass-walled office leading to a service bay followed at the rear with a storage room between restrooms. The Cave Creek station varies from the patent drawing in only one respect. To secure the service bay at night and enclose it in bad weather, a system of three horizontally sliding doors have been installed on the west elevation and a folding metal grille has been installed on the east elevation (see Figure 3). Close inspection of these features suggests that they were part of the original building as ordered from the prefabricator. Custom orders were not uncommon for Standard Stations erected in central Arizona in the 1930s. For example, Sanborn maps indicate that some Standard Stations (identified as such through business directories) bore not one but two canopies, with the second one attached to the office at a right angle. Double-canopied Standard Stations often occurred at busy intersections; an example once stood in Phoenix at 620 West Roosevelt, at the corner of Roosevelt and 7th Avenue.

Other features of the Cave Creek building merit note. Encircling the flat roof of the entire building is coping that bevels back at about a 20-degree angle. Above the office, the coping assumes parapet-like proportions, projecting a foot higher there than above the rest of the building. The double door to the office is notable for its curvilinear woodwork of Moderne inspiration. Inside the front office, to the right of the entry and below the front windows, are low, built-in wooden cabinets that double as seats and storage bins. A wall of windows separates the office from the service bay; a customer waiting in

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the office would have been afforded an unrestricted view of the "patient" undergoing surgery in the next room (the service bay). The two restrooms at the rear of the building each have frosted glass windows and door transoms; the "men's" room (on the west elevation) even contains some original fixtures such as a 1930s sink and "BORAX" hand-soap dispenser. Sandwiched between the restrooms and accessible only by a sturdy door from the service bay is the storage room, a windowless, yault-like chamber.

Prefabricated stations such as this one were designed to be not only erected quickly but also moved easily (Jakle and Sculle 1994:150). After standing on 19th Avenue in Phoenix for more than a decade, this station was moved in 1952 to Cave Creek, where it continued to be a Standard Station. Under Gerry Permutt and subsequent owners, the station sold Standard Oil of California (Chevron) products (Photo 3) before closing in the late 1980s. The Town of Cave Creek currently leases the building for storage space. The present owner plans to rehabilitate the building and return it to commercial use.

Integrity

The Cave Creek property is a good example of a mid 1930s Standard Station. Its appearance today closely matches the original design of that station type as patented by Aldrich in 1936. All of the character-defining attributes are present. It is missing only the gasoline pumps and service bay automobile lift. Its relocation in 1952 did not adversely affect the architectural qualities that make the building important. Moreover, the building is a rare surviving example of a once common type. Business directories indicate that Phoenix circa 1936 had 127 service stations, 14 of which were Standard Stations. By 1951 only five of the 14 still stood. Between 1951 and 1953, four of those five disappeared; presumably, they were demolished or moved. Today the Cave Creek station is the only known surviving example of a 1930s Standard Station in the greater Phoenix area.

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SIGNIFICANCE

SUMMARY

The Cave Creek Service Station is eligible for the National Register under Criterion C and Criterion Consideration B. The property is a fine example of a 1930s gas station. Its design, which reflects the Streamline Moderne and International styles of the Modern Movement, developed during the Depression when oil companies sought bold new images to attract consumers and enhance product recognition. The station was moved from Phoenix to Cave Creek in 1952, but the move did not adversely affect its architectural character. It continues to convey corporate America's approach to industrial design and product packaging in the 1930s. The period of significance begins with its date of construction in Phoenix circa 1936 and ends in 1953 following its relocation to Cave Creek. The level of significance is local

Significance under Criterion C and Criterion Consideration B

During the past three decades the American gas station has been the subject of much scholarly study. Historians and architectural historians (including Venturi, Brown, and Izenour 1972; Liebs 1985; Witzel 1992; and Jakle and Sculle 1994) have eloquently argued that stations are important features of the cultural landscape. The buildings represent a nation committed to mobility, both social and geographical. Their architecture expresses the dynamic relationship between technology, corporate America, and the consuming public. The following context places the Cave Creek property in historical-architectural perspective. The information is taken from Liebs (1985:94-115) unless otherwise cited.

When automobiles were first invented, gasoline was dispensed not by special stations but rather by general oil retailers who sold kerosene for illumination and lubricants for machinery. Motorists lugged the gas in metal can from bulk tank to car tank -- a laborious, impractical, and dangerous ritual. Fortunately the practice was short-lived. Around 1905 pumps began to appear that allowed gas to be transferred quickly and safely via rubber hose to the awaiting car. When car sales soared and the demand for gas skyrocketed, petroleum companies scoured the countryside for locations to sell oil and fuel to the growing ranks of motorists. The companies convinced thousands of merchants to add curbside pumps to their businesses.

Petroleum companies also began to experiment with new locations, giving rise to an embryonic form of the gas station. By 1905 the Automobile Gasoline Company established a chain of stations in St. Louis. Standard Oil opened its first station in Seattle in 1907; hundreds more soon followed. Most of the first stations were built and run directly by the oil companies. Others were owned and operated by investors who bought lots, erected structures, and negotiated contracts to sell gas. By World War I, "company" and "private" stations were mushrooming along roadside America at the rate of about 1,200 a year.

In contrast to curbside pumps, gas stations signaled a change in urban land use. Stations required enough space for motorists to pull completely off the street. In densely built-up areas, older buildings often had to be leveled to make room for the new drive-ins. Main Street sites that once held stores, apartments, or offices now sported a small shelter for an

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attendant or two, some gas pumps, and a sign mounted on a pole near the street. The remainder of the lot was given over to parking and driveways.

Most of the early gas stations were little more than tumble-down sheds or shacks. A few were large enough to house an office with desk, table, heating stove, and chairs. And they were everywhere: by the end of World War I, they were particularly ubiquitous in cities. Contributing to urban blight, the ramshackle stations became a target of concern to citizens, officials, and those who espoused the ideals of the City Beautiful movement.

Public pressure and a desire to present a better corporate image inspired oil companies in the 1920s to build more attractive stations. Often called "artistic stations," buildings of this genre gained widespread acceptance. Some approached the stature of civic monuments, with their Greek, Beaux Arts, or Neoclassical detailing. Most, however, were more modest affairs that closely resembled the tidy homes being built in the early twenties. The English Cottage, Tudor Revival, and Bungalow styles were particularly popular. "House stations" were calculated to trigger a feeling of neat, safe, comfortable domesticity in the minds of passing motorists. So successful was the concept that companies such as Pure Oil continued to use it until the early 1950s. Another innovation of the 1920s was prefabrication, allowing stations to be erected quickly and moved easily if a location proved unprofitable. Many house stations were, in fact, prefabricated buildings.

In the 1920s the oil companies worked to soften the intrusion of the gas station on the American landscape. In the 1930s they sought to maximize its visibility. The Depression brought about the change. Oil companies and their stations sought new ways to compete for vanishing dollars. They added new services (flat repair, lubrication, etc.), and products such as tires, batteries, and accessories (the trinity of products known in the trade as TBA) to generate greater income per station. They also sought an overall image make-over; "since all gasoline and oil basically looked the same, one way for oil company executives to make their liquid products appear modern was to give an exciting new look to the facilities that dispensed them" (Liebs 1985:104). Packaging assumed new importance, and there was no larger package with which to impress customers than the station itself.

By the mid-1930s the oil giants, assisted by architects and industrial designers, were developing a new range of station prototypes. The prototypes spawned a generation of stations designed to present a fresh and modern corporate image to the traveling public, to provide well-lit and clearly visible service bays, and to showcase TBA. By the end of the decade, white "oblong boxes" with large display windows, offices, service bays, storage rooms, and sanitary restrooms all under one roof were edging out the house stations of the twenties. English-cottage coziness gave way to hard-edged modernism; International and Streamline Moderne influences were particularly apparent in the new stations' designs. The oblong boxes contrasted -- even clashed -- with their surroundings, all the better to attract customers.

Many companies were quick to embrace the new look. For example, Texaco in 1934 hired industrial designer Walter Dorwin Teague to restyle their stations. The resulting prototype, a porcelain-enameled metal-clad white box with contrasting green streamlines, was hailed with excitement by the architectural world. Similarly, designers Norman Bel Geddes followed by Frederick G. Frost in 1934 developed sleek new prototypes for Socony Oil.

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The prototype for the Cave Creek Service Station developed in such times and circumstances. In the mid 1930s Standard Oil of California, whose territory included the Pacific Coast states as well as Arizona and New Mexico, hired industrial designer Ralph N. Aldrich to design a prototype for the company's "Standard Stations." From the patent number on the station's column, it is known that the design Aldrich submitted in 1935 and patented in 1936 (Patent #98470) provided the prototype for the Cave Creek station. It was a low, sleek design of International and Moderne inspiration. Its most striking feature, an elongated canopy, became a form of trademark for Standard Oil of California (Jakle and Sculle 1994:147). From Aldrich's design, stations were prefabricated of metal and shipped to locations in the five western states. The one that eventually became the Cave Creek station was shipped circa 1936 to Phoenix. At that time it was one of 14 Standard Stations in the city (Wilson and Troyer 1936).

The oblong box of the 1930s continued to be built into the early 1950s. In the mid 1950s companies including Standard Oil reworked their old designs. Motorists were traveling at faster speeds, and the oil giants sought architecture that would make a split-second impression. Taking their cue from independent station operators, the corporations resorted to the exaggeration of once purely functional features. Flat roofs gave way to rakishly tilted ones, and jutting, V-shaped canopies came to dominate station facades. The attention-drawing features of the new stations created a visual cacophony that was far from pleasing. By the early 1960s, gas stations were routinely receiving bad press, "joining junkyards and billboards as scapegoats in the public's growing outrage against the automobile's despoliation of the landscape" (Liebs 1985:111).

The Cave Creek Service Station represents what many "road scholars" consider to be the golden age of American gas stations. Its architecture successfully expresses the Modern Movement in a highly commercial context. Its style developed in response to the Great Depression when oil companies sought bold new images to attract consumers and enhance product recognition. Its prefabricated nature served its purpose well; the station was designed to be nearly as mobile as the public it served. When the station was moved from Phoenix to Cave Creek in 1952, it continued to retain its architectural character. It still conveys corporate America's approach to industrial design and product packaging in the 1930s.

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MAJOR BIBLIOGRAPHICAL REFERENCES

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<u>Interviews</u>

Beverly Brooks, long-time Cave Creek resident, telephone communication, December 5, 1999, and January 14, 2000. Jeanine Thompson, daughter of Gerry Permutt (former property owner), telephone communication, January 13, 2000.

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Section _Photos_ Page _13_ <u>Cave Creek Service Station</u> <u>Maricopa County, Arizona</u>

Photographic Information

The following information applies to all photographs accompanying this nomination:

- 1.) Cave Creek Service Station
- 2.) Maricopa County, Arizona.
- 3.) Pat Stein
- 4.) November 1999
- 5.) Arizona Preservation Consultants, 6786 Mariah Drive, Flagstaff, AZ 86004
- 6.) View southwest
- 7.) PHOTO 1
- 3.) Pat Stein
- 4.) November 1999
- 5.) Arizona Preservation Consultants, 6786 Mariah Drive, Flagstaff, AZ 86004
- 6.) View southeast
- 7.) PHOTO 2
- 3.) Photographer unknown
- 4.) Circa 1958
- 5.) Cave Creek Museum, 16140 Skyline Drive, Cave Creek, AZ 85331
- 6.) Aerial view southwest showing station following its move to Cave Creek
- 7.) PHOTO 3

UNITED STATES PATENT OFFICE

98,470

DESIGN FOR A SERVICE STATION

Raiph N. Aldrich, San Francisco, Calif., assignor to Standard Stations, Inc., San Francisco, Calif., a corporation of Delaware

Application December 9, 1935, Serial No. 59,980

Term of patent 14 years

To all whom it may concern:

Be it known that I, Ralph N. Aldrich, a citizen of the United States of America, residing in the city and county of San Francisco, State of California, have invented a new, original, and ornamental Design for a Service Station, of which the following is a specification, reference being had to the accompanying drawing, forming part thereof.

Figure 1 is a front and side view in perspective of a service station, and Figure 2 is a top plan showing my new design. The rear of the service station is plain and its opposite side is similar to the side shown in Fig. 1.

I claim:

The ornamental design for a service station, as shown and described.

RALPH N. ALDRICH.

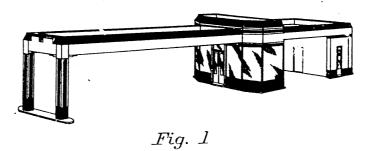
Feb. 4, 1936.

R. N. ALDRICH

Des. 98,470

SERVICE STATION

Filed Dec. 9, 1935



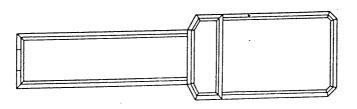


Fig. 2

Inventor RALPH N. ALDRICH

by: Attorney

FIGURE 2B